

# 2 PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. XCVI

NEW YORK, SEPTEMBER 28, 1916

No. 13



A LARGE manufacturer of bags had a fine trade with the millers. The production of flour increased. The consumption of domestic flour-bags for holding it remained practically stationary.

Bemis Bro. Bag Co., the manufacturers, believed in aggressive business. They came to Advertising Headquarters.

We conducted a campaign for them, advertising home-made bread made from white flour. Thus the grocers sold more flour in bags to the housewives.

The millers were enthused over this aggressive policy. The advertising was not signed—yet millers everywhere were interested. The campaign was a distinct success. The demand for bags increased and Bemis Bro. Bag Co. got their share of the trade.

This is one instance of how Bemis Bro. Bag Co. proved

themselves far-seeing, broad-gauged and on-the-jump. It is the policy of this house. It has won them dominance in their line.

The experience of this house is a concrete example of how aggressive business men can apply advertising—with Ayer Service—to forward the most unusual and successful campaign.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

# Real Subscription Lists

THE question for the advertiser to ask the publisher is:

"Can you hold your subscribers?"

That's the test that tells of real advertising value.

Anybody can "buy, beg, borrow or steal" a list of names to mail a publication to.

But will the owners of those names want the paper enough to re-subscribe?

The only man who is valuable to the advertiser is the man who *reads* the paper.

\* \* \*

Sixty-five per cent to seventy-five per cent of Standard Farm-Paper subscribers *renew* their subscriptions!

If it were not so our papers soon would go out of business.

For these papers appeal to a restricted class or section.

Editorially, each Standard Farm Paper must carry the power to *hold* its readers.

When you buy advertising in Standard Farm Papers you buy real reader influence.

Ask us for definite facts.



## THE STANDARD FARM PAPERS

ARE

The Farmer, St. Paul  
*Established 1882*

The Ohio Farmer  
*Established 1848*

The Michigan Farmer  
*Established 1843*

Prairie Farmer, Chicago  
*Established 1841*

Pennsylvania Farmer  
*Established 1880*

The Breeder's Gazette  
*Established 1881*

Hoard's Dairyman  
*Established 1870*

Wallaces' Farmer  
*Established 1895*

Progressive Farmer  
*Established 1886*

Birmingham, Raleigh  
Memphis, Dallas

The Wisconsin Agriculturist  
*Established 1877*

The Indiana Farmer  
*Established 1845*

Pacific Rural Press  
*Established 1870*

WALLACE C. RICHARDSON, Inc.  
*Eastern Representatives*  
381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.  
*Western Representatives*  
Advertising Bldg.  
Chicago

*All Standard Farm Papers are members of A. B. C.*

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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## Getting Individual Packages into Hotels, Dining-cars and Lunchrooms

How One Manufacturer Sent His Traffic Manager, Who Routes the Shipments, to Bring the Railroads to Reason

By John L. Meyer

[EDITORIAL NOTE:—Until last week, Mr. Meyer was a member of the sales department of the Kellogg Toasted Corn Flake Company, of Battle Creek, Mich. He resigned to go into business for himself in Milwaukee. While with Kellogg's he was in close touch with what food manufacturers of every kind were doing. Manufacturers whose goods can be used in restaurants of any character, and in hotels and by railroads, will find this article generally suggestive.]

NO one phase of the marketing of advertised packaged foods has been more interesting and loaded with difficulty, and at the same time more vividly successful, than getting hotels, dining-cars, restaurants and institutions (colleges, universities, hospitals, etc.) to use the branded and widely advertised ready-to-eat products in the *original* packages.

Even the smallest and most unpretentious eating-houses now carry a goodly variety of packaged foods, displaying and actually serving the original packages to their customers, and with few exceptions in such sizes as will make an individual serving. The "individual package" is now to be

found on the trade price-lists of many of the best known and most widely advertised package foods, although these "sizes" were quite unknown and but little thought about only a few years ago.

To realize the important advances that have been made in this direction, one has but to visit any one of the large breakfast-food plants, and the array of special production and packing machinery devoted entirely to "individuals" is astonishing, even to the up-to-date student of advertising and selling.

In addition, no small share of the total business of such concerns in their standard sizes goes to hotels, dining-cars, restaurants, "frat" houses, hospitals, and many other similar markets.

Yet this angle of the business is not only quite new in development, but offers practically unlimited avenues for further development. Some private homes are already using only "individual" sizes of some products.

The first object in tackling this kind of trade was obviously for "advertising purposes," and in a double sense. The great appropriations for magazines and newspaper advertising, and all the other vehicles of publicity, went hammering along into the *homes* of consumers, or smote the eyes of *home* folks. They got results. But the "unattached" man or

Other phases of the problem of selling to hotels have been dealt with in the following articles that have appeared in *PRINTERS' INK*: April 27, 1916, p. 34: "Selling the Big Order to Hotels." Sept. 30, 1915, p. 79: "Right and Wrong Ways of Selling Your Goods to the Big Hotels." Sept. 11, 1913, p. 64: "Copy That 'Sells' a Big City Hotel."

woman, and the girls or boys "away from home," especially in the large cities and at school, and depending entirely on restaurants for their foods—or even light housekeeping—were being reached by the advertising, but with no tangible results, while at the same time their very situations made them ideal customers for the ready-to-eat products. Travelers were in the same class.

Bulk, cooked foods were "the thing" in the eating-houses.

#### WOULD ADVERTISE TO A FUTURE MARKET

The manufacturers also soon scented that if they could get representation in eating-places, whether stationary or on wheels, it would make splendid reminder support for their publicity and educational advertising campaigns. It was obvious that the greater proportion of the "unattached" would some day open homes of their own and thus were potential consumers to a greater degree than ever before.

In some homes, too, it's the cook who buys the foods, and only the cook. Suggestions or orders from the mistress are not only rare, but often unwelcome. The man or woman of the house sees the advertising and doubtless becomes interested, but "cookie" either doesn't know or doesn't care, and often blankly "forgets" to take on new foods if spirit, inclination or prejudice so dictates. Samples never reach any part of these houses except the kitchens. Sometimes they stop with the janitor, or the third or possibly the second maid. This applies especially to the better class of apartment houses of New York and other great cities.

Seeking an avenue for invading the breakfast and dining rooms of such homes, manufacturers give their best thought and efforts (perhaps more than could be expected to become profitable), and one of the means that looked like a probably helpful one was to get at them through the high-class restaurants and dining-cars.

The populations of colleges and

hospitals and universities and resorts were sought for just as vigorously and with the same intent.

Even when these efforts were actually accomplished (and the work along these lines soon showed very tangible and fairly prompt results), other phases of the same problem became apparent. The success of the packaged ready-to-eat foods, bought with hard selling work and great advertising appropriations, fluctuated because of the inevitable competition of unadvertised, cheaply prepared and cheaply packed "followers-on"—nameless "bulk" imitations. Most of these literally "came and went," sometimes to tarry but a moment, but in the passing they got some real business; in the aggregate it was a lot of business, too!

And not even the modest eating emporiums were taking the packages out of the kitchens or anywhere within the eyes of their patrons! In the big and fine restaurants such a procedure, of course, would have been impossible. In short, the patrons might call for a branded advertised food by name, and it might have been placed on the menu, but neither the patron nor the manufacturer had any assurance that it wasn't some trailer that was really being served.

So the next step was the invention of the "individual size" and instantly a great load seemed to slide from the shoulders of the advertisers who adopted it. The "individual" could be served to the consumer in the original package.

But the aforementioned load stopped about half-way along. The load had only shifted and perhaps was a little easier to carry, and some of it did drop clear off. There were still a number of mighty tough "problems within the problem" to solve.

It was certain that the individual size, if it could be put "across," would be just the thing; but it didn't get over with the mere invention of the "individual." Here is one point: Figur-



# **Reader Confidence and The Christian Herald**

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## **WOMEN—YES, AND THE MEN**

If sincere belief in the word of a friend is a factor in the merchandizing of an honest product, then—

A medium which spreads its influence thru the innermost lives of *whole* families should be the most logical medium to use in presenting the message of a good product. There are over 300,000 well-dressed, well-housed, well-fed, *happy* families who believe in the Christian Herald.

Haven't you something to say to them?

## **THE CHRISTIAN HERALD**

*Member Audit Bureau of Circulations*

**BIBLE HOUSE, NEW YORK**

ing on the basis of net weight, "individuals" with their special packing and handling cost a lot more to make and deliver than "standards." Selling costs were high. Even if the load was shared by the standard sizes, the manufacturers were compelled to put on a pretty stiff price. The restaurant people and the dining-car managers said that they didn't need to pay the extra price, and besides they guessed they could get along without so much of these new-fangled foods, anyway.

IT WAS UPHILL WORK FOR  
BRANDED GOODS

This was early in the game, remember. They thought that so long as their stoves had to be kept hot, they might as well cook the accustomed bulk oatmeal or cracked wheat or sauce, and meet the continued demand for "ham-and" or "stacks of wheat," instead of these expensive ready-cooked products, which took a lot of milk besides, and the milk bills were high enough as it was.

The ketchup and table-sauce makers, and even the canned-soup manufacturers, were all in the same boat, even if in modified variety and form. Not reckoned in calendar years, but in all that makes age except time, some of the manufacturers labored hard and long and terrifically to meet these seemingly invulnerable situations.

Yet to-day even an out-of-the-way little eating-house, with a kitchen capacity that seems utterly inadequate in comparison with the number of its servings, shows neatly arranged individual sizes of not only the breakfast foods—Kellogg's Corn Flakes, Shredded Wheat, Krumbles, Grape-Nuts, etc., but of Air-line honey, Domino sugar, several make of bouillon cubes and a host of other products of wide fame and success. Snider's Catsup, A-1 Sauce and many other varieties and brands of various products are served in the original package, on call.

The breakfast-food factories,

for example, have departments of enormous capacity for just "individuals," and those that haven't them yet are working like bees to increase their outputs. Special sales managers and crews are set aside by some of the factories to handle only the "individual" business. And, as jobbers' and retailers' records will show, a goodly share of the business in "individuals" is velvet. Consumption of the standard sizes has increased wonderfully, but in the last three or four years the percentages of increase for the small sizes have outdistanced those of the larger. Manufacturers who pooh-poohed the "individual" idea as profitless and too much fraught with difficulties not long ago, are getting into line.

The first stages of the fight for place by "individuals" have already been indicated—the "cost" objections from the eating-house managers. To tell the whole story of the serious, hard and never-ceasing battle against the fortresses held up by the food dispensers would fill a book, and it is possible to tell only of a few skirmishes to illustrate what kind of a scrap it was.

One of the first-line trenches to gain was the stubborn resistance of restaurants of all kinds, more especially those of the higher class, and dining-cars as well—the almost bitter refusals to serve the goods to the consumer in the original packages. The first objection—as to differences in price—was overcome to a degree by the advertising of the manufacturers. Few of them have ever advertised the individual sizes distinctively, except in rather isolated instances as a minor phase of their general consumer publicity. It was the general advertising that did the turn. And, in the end, the "individual," or miniature servings in the original packages, helped the general publicity.

To overcome price objections, too, salesmen and sales managers literally took their coats off and went into hotel kitchens—the hotels were tackled first, in the belief that the others would follow



## KNOX HATS

"There's a KNOX for every occasion." Well dressed men have come to consider a frequent change of hats essential.

KNOX advertising helps determine the right hat for every change. The H. K. McCANN Company co-operates in this advertising work.

Our booklet, "Advertising Service," will be sent on request.

**THE H. K. McCANN CO.**

New York Cleveland San Francisco  
Toronto

*In New York at 61 Broadway*

if successful here—and showed the stewards and proprietors the saving of time, labor and material that the "individuals" served to the customers directly could be made to return.

Not the least of the arguments that the food salesmen used was the sanitary feature of the "individual," as well as the preventing of waste under big-kitchen methods and surroundings, which went with the use of the standard and much larger sizes.

Some hotel men of consequence were soon induced to feature the sanitary properties of these and the other articles that they served. The wave of education for sanitary foods and the health-food and food-analysis crusades were of considerable help. With these arguments and public sentiment to back them up, both the price and direct-serving "trenches" were taken, at least to a marked extent. Sales managers and district salesmen as well as the rank and file had, however, no end of work to do to reach this status of the business, and it isn't yet where it ought to be.

#### HOTELS LIKED CARTONS IMPRINTED FOR THEM

One of the most widely known breakfast foods adopted a plan of campaign to get hotel men to put in the individual sizes that worked wonders. It was simple, at that. At this stage, another invention came to bat upon the urgings of old Mother Necessity. Individual cartons were so printed by the carton-makers as to leave a part of one of the main panels blank. Salesmen were sent out with samples showing these blank spaces imprinted not only with the name of the hotel, but also with words to indicate that the packages were "expressly packed" for this institution. Often the monogram or "coat of arms" of the hotel was copied and imprinted likewise.

This instantly secured favorable attention from some of the largest and best hotels throughout the United States.

So it came to pass that it was

no trick at all to get many of the others in the course of time to adopt the especially imprinted "individuals." More than one big order was secured by placing a half-dozen "individuals," with the imprints of as many fashionable hotels, on the desk of the reluctant steward or buyer for another hotel, often without anything more of a sales talk than to mention the fine weather outside. The buyers soon "tumbled."

Philadelphia was a "sticker," it is said, on the "individual" business—perhaps not so much more of a hard nut to crack than many other large cities, but it was one of the first ones to be tackled, and the buyers were hard as nails. However, practically every one of the larger hotels in that city was taken into the fold in one week by a clever breakfast-food salesman with a bunch of sample packages bearing the imprints of New York hostelryes. In the course of the week some Philadelphia imprints were, of course, added to the collection.

Among the next factors in the food-dispensing trade to be taken in hand were the dining-car stewards. It was believed, and has been amply proved to be true, that if "individuals" could be placed on the dining-car systems, and with leading hotels already using them, the less prominent and even the little fellows would soon be gotten into line, if indeed they wouldn't make advances of their own accord to get these sizes.

The dining-cars were expressly difficult to get at. They, too, felt that the public demand for the foods, created by advertising, could not be resisted for an indefinite time. But they were loath to agree to serve the higher-priced and table-served "individuals." These stewards were responsible to heads of departments and systems who were not yet out of the woods on their problem of trying to run dining-cars with profit.

The food manufacturers, having seen the light, insisted that they were going to win. They

Do not confuse Brooklyn  
with New York City.

The two million people  
in Brooklyn read the  
Brooklyn papers.

More of them read and  
believe in the Brooklyn  
Standard Union than  
any other paper—  
“A. B. C.” figures prove  
this.

Tell them about what you  
have to sell—and there  
you are!

knew their proposition was right as well as economical. They employed all the means and inducements that were used on the large hotels, and then delivered the knock-out by getting their traffic managers on the job.

A traffic manager for a large food factory, with its immense, bulky shipments, is someone to be reckoned with by the railroads! And usually he is some reckoner himself. Level competition for freights between the railroads was no less fierce and hard than at any other time since Congress and the Interstate Commerce Commission cut out rebating and special rates.

The long and short of it was that the traffic managers told the railroads all about the advantages of the individual packages, and the railroads took up the argument with the dining-car managers, and "individuals" began to show up in the dining-cars and on the dining-car menus under the brand names. And, after only a short try-out, the stewards saw the economy and convenience of the "individuals" directly served to their patrons just as readily as the hotel men came to realize it.

#### NAMES THAT GET ON THE MENU

In later years, when "individuals" had become practically staple, an interesting phase in advertising was revealed. Some food manufacturers have probably wished that they had adopted names other than those which they put on their products. The dining-car and the hotel people as well have been forced by the great and growing variety of packaged and advertised foods as much as by the many different brands of almost all of the various kinds of foods to call a halt to putting as many brand names on their menus. The result is that foods with distinctive "made" names appear on the menus under their brand names. Who can call Grape-Nuts or Krumbles by some other general name? But "Corn Flakes" is "Corn Flakes" on many menus, whether Kellogg's or some other manufacturer's.

The business in "individuals" brought other advantages and problems in its wake. One advantage is the "standing order" idea which was put through by some manufacturers early in the history of this enterprise. It is found quite easy to get orders for a certain number of cases to be delivered at certain intervals over a long or never definitely fixed period.

Since the pioneer manufacturers have used the imprinted "individual" with such success in getting this part of their business to go ahead, and with its success in the solution of the bigger problems mentioned at the opening of this article, they are inclined to believe that individual sizes which probably are much less profitable than standard sizes ought to carry their own end to a more liberal extent henceforth. Imprinting has been especially expensive. It is considered of not nearly the value to hotels or dining-car systems or restaurants as formerly when "individuals" were new and novel. So there is a well-defined movement to minimize the imprinting feature and pack the "individuals" on the same basis as standard sizes—no special costly handling, and a straight-through-the-factory course—"one label for all," and it shall be exclusively the manufacturer's label.

Some of the food producers who operate under the jobber-to-retailer plan of selling, have another growing problem to solve. It has been considered to be correct under such sales policies to sell the individual sizes exactly as the standards are sold—the manufacturer sells only to the jobber, the jobber only to the retailer, and never to a consumer, and the retailer completes the final link in the chain to the consumer. Individual sizes have been and are being sold in that fashion, but the big hotels and dining-car systems as well as many smaller food dispensers buy many of their supplies direct from the jobber, and not through retailers, and they want to buy "individuals" in

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## Why the Schools Use *Cosmopolitan*

Quality customers—that is the kind most advertisers want.

And that is why class circulation is the basis on which most publications are judged.

The one unfailing criterion of class circulation is school advertising, because schools must look exclusively to homes of wealth and social preferment to recruit new pupils; and because the permanence of their advertising patronage depends exclusively upon their success in securing enrollments.

For that reason, even more significant than the **VOLUME** of *Cosmopolitan's* school advertising is the **PERMANENCE** of it. Of the 405 individual residential schools that have advertised in *Cosmopolitan* in 1915,

68 are advertising for the first time,  
56 have advertised for two years,  
33 have advertised for three years,  
25 have advertised for four years,  
233 have advertised for five years or more,  
and most of these have advertised  
for a considerably longer period.

No matter what your personal opinion may be, such a record as this must be accepted as conclusive evidence of *Cosmopolitan's* standing among people of wealth and social prominence.

*Francis Huntington*

Better have your copy ready soon for the December number. First forms close October 1.

November closed with the greatest volume of business in *Cosmopolitan's* history.

December will be so big we will not be able to accommodate late-comers.

*COSMOPOLITAN* is a  
member of the A. B. C.



# A Field Man's Discoveries in Country Stores

Tips for Advertisers Who Would Help Dealers Make Quicker Sales

By Charles Kaye

[EDITORIAL NOTE: Mr. Kaye is in charge of a dealers' service bureau of one of the greatest of national advertisers. He spends much time himself out among dealers and also directs the work of a large staff in digging out marketing facts.]

IT has just been my privilege to read page proofs of an elaborate catalogue going to hardware merchants—mostly in smaller towns. The book was to be a beautiful affair, printed in four colors, showing natural reproductions of the manufacturer's products. The cost would probably be fifty cents apiece. I was reading along tranquilly when the following phrases jarred me like the shock of a 42-centimeter:

"An idea of the inherent possibilities."

"Its value to merchants in diversified vocations."

"Calculated on a per capita basis."

"Analyze your potential prospects."

Now the small-town dealer is a pretty good sort of fellow. But he couldn't tell a diversified vocation from the hypotenuse of a triangle. It sounds like a musical instrument, while per capita has a gruesome suggestion about cutting someone's head off.

It might do some of us good to get a composite view of the dealer before we write our copy. Personally, I have a series of photographic prints of different types of stores which I stick up on my desk. Then, too, it would be profitable to study Paul H. Nyström's "The Economics of Retailing," in which he mentions the occupations of various merchants before going into their present businesses.

We often assume the dealer knows a great deal about the broader phases of merchandising. Few do. It was the apparent need for a better understanding of true conditions in the small-town retail field which suggested

the following description of a recent trade investigation.

Selling a staple article handled by most hardware and general stores, we wanted first-hand information about our merchandising plans—not from the salesman with his necessarily biased opinion, but from the merchants who are actually passing the goods across their counters. Our sales had been making big boosts, and theoretically our methods were right. But how did our proposition stack up from the dealers' point of view?

We therefore mapped out a route covering a number of typical towns, mostly from 5,000 population down, situated in farming communities. These towns are scattered throughout Ohio, Indiana, Pennsylvania and New York. We compiled a list of simple questions to ask the dealer. From these summarized opinions we intended to make whatever changes in our selling policy that were needed.

## GUESSWORK IN THE ASCENDANT

We wanted information, and we got it. But it was a little different from what we had expected. We knew the annual sales of each account, but we did not know the money invested in stock or the actual turnover. Nor did eighty per cent of the dealers called upon. They guessed it was \$250—\$750. They imagined they turned it anywhere from one to three times a year. But they did not know. Neither did they know their cost of doing business, nor which were the most profitable lines in stock.

Only one dealer had his business so departmentalized that he could tell which class of merchandise was paying the most money on his investment. One dealer thought he was doing a good business

(Continued on page 17)



11 EAST 36TH STREET  
NEW YORK

**A** more than  
usually important  
advertisement of  
**CHELTENHAM**  
takes up the next  
three pages—

INGALLS KIMBALL

## Nineteen Years of Cheltenham

"I WISH," said a customer the other day, "I wish I had known you sooner. With the help I've had from your organization I have cleaned up in a year selling plans I had scheduled to take three years"—which was a pretty good expression of the Cheltenham Idea in practice.

The Cheltenham Idea is simple in the extreme.

It is that the only measure of advertising value is advertising results.

First applied to printed matter, nearly twenty years ago, it was so new that I used to have trouble making people understand it at all.

In those days the value of an advertising booklet or catalogue was measured by its elaboration—the gloss of the paper, the quality of half-tones and the thickness of the silk binding-cord.

Or—it was thought to be a "clever buy" to set half a dozen printers figuring against each other till someone made a mistake, and the cost per thousand of this year's catalogue was lower than last year's.

Part of the Cheltenham Idea was that effectiveness didn't mean elaborateness; and a great many times we were able to produce a very striking and powerfully effective piece of printing, get our profit (which was always reasonably high) and still keep well below the appropriation.

Most of the work we turned out was good to look at—for taste is not a matter of cost. Most of it was simple and clean cut—some pieces, when beauty was the road to efficiency, were really beautiful.

When the Cheltenham Press began operations a respectable book paper at a reasonable price was as scarce as green ink in war time. Much of what we used was imported from England.

And then came the Cheltenham Book Papers—made to our own specifications—good-looking, easy to print—cheap and effective.

You can buy that kind of paper almost anywhere now.

The Cheltenham Idea was a practical Idea.

There was no type that seemed quite to fill the bill for modern advertising needs. That which was good-looking was too broad—that which was economical of space was ugly. Hence—*Cheltenham Type*, which we designed to overcome these difficulties.

More of it has been sold; more of it is used today by advertisers than of any other type face ever designed. It is as well known in London, in Rome, in Paris and Bombay as it is in New York or Dallas.

Yet not one advertiser in ten knows that the reason he used Cheltenham Type is that a dozen years ago The Cheltenham Press so designed it that it runs more words to the inch—size for size—than any face ever made, and that it is, at the same time, easy to read and good to look at.

Again the Cheltenham Idea was a practical idea.

Everybody knows when things are good-looking, but unfortunately only the man who pays the bill knows when they are effective per dollar of cost.

So The Cheltenham Press—an institution that never owned a printing machine—became known from Melbourne to Portland, Maine, for the *Beauty* of its output.

But it wasn't long before advertisers for whom we had been making effective printed matter began to want that same effectiveness of text and display in their periodical advertising copy.

The result was that for many years we produced newspaper and magazine campaigns for which we were paid by the advertisers—without regard to commissions from publications.

The Cheltenham Idea again demonstrated itself to be a very practical idea.

Just as, having no plant to feed, our only concern in printing was the result to the customer,—so, in advertising with no space to sell, no commission to consider, the re-

(Advertisement)

sult to our customer was the one thought of the whole organization.

Thus trained, with this Cheltenham Idea as their sole measure of their own value to the organization, it is not surprising that, even our commission accounts, of which we now have many, our men have been more concerned in the sale of goods for the advertiser than in the sale of space for the Agency.

And on this plan the Cheltenham Advertising Agency began its career.

The Cheltenham Idea drew into the organization men of extraordinary ability, most of them came from the ranks of advertisers rather than other agencies; they had been *sellers* of goods and *buyers* of space.

From all of these men we have gained much. From the advertisers, whom we have served, we have gained more.

Many of the men have stayed with the organization,—grown with it—for years.

Some, of course, dropped out.

Others, as representative of the Cheltenham Idea, have made themselves so valuable to Cheltenham Clients that they have gone from us to the customer.

Also, good men from Cheltenham have gone to other agencies and several have struck out for themselves and are doing well. Men have shifted, but the Cheltenham Idea has been kept intact.

From the first I have employed in this business the same system I have advocated for customers—I have branded and advertised the goods we had for sale.

I have exploited the *individual* and his value in association with this Company.

Men who have come here unknown have seen their names assume a definite money value in the advertising business. Though back of this has always been the institutional idea—that Cheltenham was and always will be bigger than any man in it.

If men have stayed with us—clients have stayed longer. In nearly twenty years of service to advertisers I do not remember

one who has withdrawn his account because of any lack in quality or quantity of service rendered.

This—to me—is the most valuable asset we have. It is good-will with an extra dividend.

For a good many years I have been on the lookout for a solid, substantial *business* man as executive head of this organization.

In the nature of things (for advertising has been a *creative* rather than an executive business) such men are very, *very* rare in the industry.

As the volume of work here has increased I have felt the need more and more strongly, and as advertising has grown by leaps and bounds toward an *exact* science the need has pressed harder and harder.

And I have felt the need not only in our own operations, but in conference on clients' business.

Such a man I found in Mr. Corman. And in his case, as in others, I knew his *work* long before I met him.

Measured by *results*—he was the man Cheltenham needed. Mr. Corman was away—it was nearly four months before we could arrange to meet. The very first time I saw him, I invited him to become associated with the business.

It was nearly four months later that he agreed to come,—for Mr. Corman investigates before he acts.

For the first time in nearly twenty years there is a growth in the Cheltenham Idea that is so big, so important, so vital as to deserve recognition that can be given in but one way—we have added the Corman Business Idea to the Cheltenham Advertising Idea, and after October 2nd, 1916, we are going to call this organization Corman Cheltenham Company.

I believe the Cheltenham Idea is safe in Mr. Corman's hands, and I have asked him to tell something of the reasons which led him to acquire an interest in this business, when so many opportunities were open to him.

INGALLS KIMBALL.

(Advertisement)

## A Statement by Mr. Corman.

For twenty-five years I have been doing some kind of work in connection with publishing or publicity. This work has ranged from carrier boy for a newspaper in a small middle west city to the general management of one of the largest advertising businesses in the world. It has embraced type-setting, running a press, newspaper reporting, editing and managing a school publication, department store advertising management, trade-paper editorial and advertising work, mail-order and wholesale advertising and selling, sales management, and general advertising agency employment and direction in every phase and form.

It is a simple statement of fact that in the past ten years I have had a very unusual contact with the sales and advertising problems of many concerns which are leaders in their respective lines. There might well be an honest difference of opinion as to the value of any contribution I may have made to the success of the concerns that I was trying to serve and the house that employed me, but there can be no question that I have profited highly from these associations and that my grasp of fundamental merchandising principles has been greatly enlarged.

For a number of months I have been interviewing advertisers, publishers and agents, asking questions and discussing problems and, nursing a fixed determination to start my own agency, have been taking the time to shape my plans as to "when," "where" and "how."

The advertising business is a critical business, and there is no agency, large or small, with which some fault may not be found by those who are competing with it, working for it, selling it space or using its services. With the thought in mind that I would perhaps find it more expedient to become interested in an established business rather than to build the institution and organization from

the ground up, I have asked many questions about many agencies.

I have yet to hear from any man with reference to the Cheltenham Advertising Agency, other than that (1) its standards are high; (2) its service performance averages high; (3) the character and ideals of the man who founded it and has always headed it are high. These were the three points upon which I wished assurance. I found that over its years of existence its loss of clients had been amazingly low and that its methods of getting new clients were clean and fair. When I met Mr. Kimball and learned from him his hopes and plans for the future of his business and told him of my desires and ambitions, it seemed to both of us that the time, the place and the men were in conjunction.

In the changes incident to the new development of the Cheltenham business—in the readjustment essential to the accomplishment of what we hope to be mighty proud of in the future—the business has lost some men and some accounts. Both men and accounts carry with them our best wishes. Mr. Kimball or I expect to give our personal supervision to all accounts entrusted to this agency, and we have associated with us a competent staff of able, loyal co-workers. All accounts will get all the service that all of us can give. We have a splendid organization for the care of the mechanics of advertising. Our clerical detail and system are most efficient and operated according to the judgment of the best experts on organization and method for such work.

With the capacity and disposition to serve advertisers we are seeking additional advertisers to serve.

S. WILBUR CORMAN,  
President and General Manager,  
Corman Cheltenham Company,  
Inc., Merchandising Counsel-  
Advertising Service.

(Advertisement)

## Field Man's Discoveries in Country Stores

(Continued from page 12)

ness in paints and varnishes, because his sales amounted to \$1,100 a year; but after checking over his stock he found his investment nearly \$1,400—he didn't even turn it once! And no wonder, for he only took inventory once every two years, and that when his stocks were so reduced that he received a false valuation.

Fortunately, I ran across one striking exception to most of the small-town merchants included in this itinerary. This was a remarkably broad-minded hardware dealer in Pennsylvania. He told me some of the things that, in his estimation, are wrong with the small-town merchant.

"If Montgomery Ward or Sears, Roebuck & Company came to town," he said, "I'd invite them out to dinner. Then afterwards we would go on the porch and smoke twenty-five-cent cigars, while I would try to persuade them to tell me how they succeeded in building up such magnificent businesses."

"I have the highest admiration," he continued, "for the mail-order magnates. They are not the real menace to the retail business. It is the ignorant country dealer who does not know how to figure his costs and is content with starvation profits. People can go to the little crossroads store five miles away and buy a buggy or a plow cheaper than I can afford to sell them—and my cost of doing business is under 20 per cent."

Next to not knowing his costs, the principal trouble with the small dealer is the fact that he carries too much stock. The dealer buys too much of each article. Instead of re-ordering every week and keeping his stock to a minimum, he overbuys once or twice a year, ties up capital and fills his shelves with slow-moving stock.

True, the manufacturers are partly to blame for encouraging a big "stock order"—but unless the salesman oversells the dealer, the next time he comes around he may

find another brand on the shelves. They offer as an inducement a special discount with the stock order; but how many dealers avail themselves of it? Often we find that sixty per cent of the dealer's purchases in one line are sold on a single stock order.

Then again, the dealer carries parallel lines of similar quality—adding them not because of extra profits or special sales stimulus, but because he is "talked into" doing so. One dealer I called on sold five different brands of the popular varnish stains put up in small cans for the housewife. He tied up an investment of \$150 and was not selling more than if he concentrated on one brand and cut his stock to \$35 or \$50.

In this line, too, the dealer has not analyzed his demand. All things being equal, he should stock the brand most often requested by his customers. Yet it required a severe mental tussle to recall how many people out of ten said, "I want to finish a floor" or "I want to stain my chairs," and what number asked for each of the five brands he sold. After some thought, the dealer calculated that fifty per cent of the people did not specify any particular brand, while the other fifty per cent demand was made up of three of the articles he carried. For the remaining two, the dealer admitted that he had not received one call during the entire year.

Knowing this, he intends to cut them out, because the extra small profit does not make it worth while to stock up. And the way some dealers close out a slow-selling or unsatisfactory line is amusing were it not so piteous. Instead of making a price reduction or advertising a closing-out sale, they put the stock into the back room, out of sight and out of mind.

As one writer said, "To most country merchants, turnover means a kind of cake that mother used to bake." Not only that, but the class of merchants I visited had no records to tell which lines they sold the most of and upon which they made their greatest profit. They complained of hav-

ing no time to keep records. Yet often the saving in investment in a single class of merchandise would more than pay a book-keeper's wage.

I asked a dealer what staple line in his store was the most profitable. He replied that cutlery netted a profit of over fifty per cent. Yet his stock of cutlery did not turn once a year, while poor, despised tenpenny nails, which are supposed to be what postage-stamps are to the druggist, netted five per cent, and his stock turned every two weeks without any loss, breakage or sales effort.

One general-store keeper I called upon was formerly a milkman in Cincinnati, having no business experience, but wanting to get out "into the country." Others had drifted into the hardware or general-store business from various trades—one had been a blacksmith; three had been farmers. So long as they are content to dip into the till whenever household expenses require, and not pay themselves wages, many of these "merchants" will probably survive for years to come.

I confess this article is negative. But it is not pessimistically so. The old order is changing—slowly, perhaps, but changing. In the press of competition, merchants are realizing the need for studying their business. They are getting to appreciate that merchandising is an inexact science—something like advertising. And manufacturers are taking a broader co-operative spirit than formerly; not alone in the sale of the individual line of merchandise they make, but in every branch of the retailer's business.

But again to refer to my first paragraph. Don't talk too high-brow to the small dealer. Don't assume he knows everything about his business. He doesn't; at least, the average doesn't. Of course, there are exceptions, like Garver Brothers. Help educate the small-town dealer. Show him how to boost his sales. But be sure everything is explained in terms of simple A, B, C.

## Changes in Hearst Organizations

The International Feature Service has been made a separate department of the International News Service and W. H. Johnson has been appointed manager. He has been business manager of *Hearst's Magazine* and is succeeded in this office by Henry Hobart. Mr. Hobart has for some months been doing special work on the Hearst magazines and trade papers. Before joining the Hearst organization, he was for a number of years Eastern manager of *Woman's World*.

Frederick J. Wilson has been appointed general manager of the news service of the International News Service. He has been at the head of the Pacific News Service.

These changes are occasioned by the retirement of Richard A. Farrelly as general manager of the International, which was announced earlier in the month.

## Union of Cheltenham and S. Wilbur Corman

The announcement last week that S. Wilbur Corman had acquired an interest in the Cheltenham Advertising Agency, Inc., New York, and would be responsible for its general management, has been supplemented by the announced change of the agency's name to the Corman Cheltenham Company, Inc. Mr. Corman will be president of the company.

Last December Mr. Corman resigned as general manager of N. W. Ayer & Son, after an association of nine years.

## A New Outdoor Advertising Company

The Jersey Outdoor Advertising Company has been organized in Newark, N. J., to render outdoor advertising service. The general manager is T. F. J. Kelly, for eight years treasurer and general manager of the Newark Poster Advertising Company and the Newark Sign Company. Other officers of the company, who are all business men of Newark, are Frank M. Schulz, president; Alexander Archibald, vice-president; Joseph A. Wright, secretary, and Fred. G. Stone, treasurer.

## Collin Armstrong Has Guaranty Securities Account

The advertising account of the Guaranty Securities Corporation, New York, has been secured by Collin Armstrong, Inc., of the same city.

## Gammel Out of David Gibson Company

R. E. Gammel has sold out his interest in the David Gibson Company, Cleveland, and resigned as secretary and treasurer.



**17.275¢**  
**17.299¢**

The first figure is the quotation-al average of the Engineering & Mining Journal on the sale of approximately 620,000,000 lb. of copper in 1915.

The second figure is the average price per pound actually received by the companies making the sales.

A remarkable "check" which shows convincingly why Engineering & Mining Journal readers have confidence in the paper.

The "Journal" is dependable, and in commanding the respect of its readers, it produces results for the advertiser.

## THE ENGINEERING & MINING JOURNAL

Hill Building

New York City

One of the five HILL ENGINEERING WEEKLIES — the others are *Engineering News*, *American Machinist*, *Power*, and *Coal Age*. All members of the A. B. C.



## A Study in Contrasts

The Marshall Field store, perhaps the biggest retail establishment in this country, serves a community of practically two and a half million people.

The average manufacturer gets all excited when he opens up a growing account with this great Chicago store, yet Marshall Field sells regularly to only part of that 2,500,000 population.

The trade of *all* Our Folks, over 5,000,000 of them, is open to any manufacturer who will tell them his story. His next opportunity is December Farm Journal, closing November 5th.

## The Farm Journal

Washington Square, Philadelphia

# How Selz-Schwab Are Meeting Changed Price Conditions

Warn Public Away from Buying What Was Formerly "Popular-Priced" Merchandise

THE soaring price of raw materials has laid many puzzling problems on the doorstep of the national advertiser. Among them is the problem of the "popular-priced" product, which, due to the war, can no longer be sold at the old figure. The collar manufacturers got around the obstacle by simply substituting the new price for the old in their advertising, leaving the dealer to explain why two-for-a-quarter collars now cost fifteen cents straight. But in lines where price advances have been more decided, the answer has not been so easy to find. So the campaign now being conducted by Selz, Schwab & Co., the Chicago shoe manufacturers, is of timely interest.

The makers of Selz Royal Blue shoes are meeting the issue squarely by a liberal newspaper campaign in twenty cities which urges shoe buyers to "pay at least \$5" for their shoes. While the company very shrewdly continues making the \$3.50 shoe which was such a popular seller in bygone days, it frankly states in its copy that buying a shoe that costs less than \$5 is poor economy. The cost of the shoe, we are told, must be figured on a per day basis. In fact the copy even goes further than this. It practically says that the company does not want to sell shoes that cost less than \$5, because shoes that sell less than that amount contain substitutes for leather.

TRADES UP AND STILL HOLDS THE CHEAPER TRADE

By taking this stand Selz, Schwab & Co. head off the fly-by-night shoe manufacturer who is waiting for the company to discontinue the \$3.50 shoe. No opportunity is afforded him to go to Selz dealers and say: "Now that Selz no longer makes the

\$3.50 shoe you'd better put in some of ours; a big percentage of your trade will continue to call for \$3.50 shoes and if you don't have them they will go to someone who has." The dealer can, if he wishes, still show \$3.50 Selz shoes, but the company, through its advertising, at once spares the dealer the need of having to sell the customer a more expensive shoe



## Pay at least \$5

This is our message to the consuming public this fall.

When you buy your fall shoes keep two things in mind:

- 1—pay at least \$5
- 2—buy a shoe of quality

—one is just as important as the other.

\$5 represents greatest economy in wear per day. At this price you strike right into the heart of good quality leather clear through.

**SELZ means all leather**

—it has been that way for nearly 50 years.

There will be a lot of shoes retailed this fall at five dollars—containing substitutes for leather—that will influence the wearing qualities of the shoes. That is why we say, to insure maximum service, buy SELZ shoes.

**Pay at least \$5**

We make shoes to retail at less than \$5—good ones—and the dealer's percentage of profit is the same. But the percentage of wear to you is greater if you pay at least \$5. Selz price range \$3.50 to \$10. Selz fall styles are now on display—SEE THEM.

CHICAGO **SELZ** PITTSBURGH

SOLE U.S. Dealers in America

THE "TRADING-UP" COPY

than he originally intended to buy, and it goes on record publicly as not recommending the purchase of a shoe that costs less than \$5. This fits into the dealer's selling talk, and the net result ought to be to switch the public away from the old \$3.50 to the new \$5 price, a figure which is evidently destined to become the new popular price for a satisfactory shoe.

The Selz company, however, is too experienced an advertiser to think that such a reversal of public habit can be brought about by one or two advertisements in a scattered list of newspapers. It intends going at the situation in a whole-hearted way. Already six 1,000-line advertisements have been released in twenty cities, such as Chicago, Pittsburgh, Minneapolis, St. Paul, St. Louis, Louisville and Kansas City. If this start meets with response it is the company's plan quickly to extend the campaign to embrace other cities in the East. In picking these cities consideration will of course be given to the geographic location of the 30,000 Selz dealers scattered throughout the country.

PRESENT UPWARD TREND FORE-  
CASTED YEARS AGO

Another feature of this campaign which will appeal to the readers of *PRINTERS' INK* is its relation to the "trade-up" work which Selz, Schwab & Co. have been doing among their dealers for several years past. The company's use of trained merchandising men for this purpose was described by J. Harry Selz in *PRINTERS' INK* a few months after the European war broke out. Even at that early date Mr. Selz saw that the time would soon be here when a good shoe could not be made and sold at a \$3.50 resale price, and he set seriously about the task of educating his dealers to get their customers into the habit of buying \$5 shoes. The campaign now under way will "cash in" on this painstaking work and will consequently be more profitable than if the idea were sprung on Selz shoe buyers out of a clear sky.

But even with the preliminary work which has already been done on Selz dealers, the full measure of success will not be reached unless other manufacturers of nationally advertised shoes put their shoulders to the wheel. "We feel," said E. M. Maggart, the Selz advertising manager, "that our campaign will not only do us considerable good, but we also believe

it will help the whole shoe business—in fact we have purposely written our copy from that angle.

"Like every other shoe manufacturer making a line of branded shoes we are anxious to sell the highest quality of shoes possible, so that the maximum credit will accrue to our trade-mark. In planning our campaign we have therefore based our copy on this desire. We are perfectly willing to spend our money to educate the public generally to paying at least \$5 a pair for shoes because we know we will surely get our share of the business thus created. If more shoe advertisers would embody this same point in their copy we believe that it would work a distinct benefit to the whole shoe trade and help the dealers in meeting a condition that would otherwise be hard for them successfully to face alone."

### Typhotetæ Meet in Thirtieth Session

The United Typhotetæ and Franklin Clubs of America held their thirtieth annual session at Atlantic City this month. One of the important features of the convention was the formation of "open-shop" and "closed-shop" divisions of members. The latter division will, in the future, conduct all negotiations with the printers' unions.

In his annual address, the president emphasized the need of co-operative effort to safeguard the printing industry at the close of the war.

### E. R. Hodgkinson Joins Beckwith

E. R. Hodgkinson has joined the S. C. Beckwith Special Agency, New York, as solicitor. In the past he has been associated with the Philadelphia *Public Ledger* as advertising manager, and with the New York *Herald* as foreign representative. He was also located in Chicago for the *Herald*. Within the past year he has been with the *Motion Picture Magazine*.

### Simmons-Boardman Company Has Washington Office

The Simmons-Boardman Publishing Company, New York, publisher of the *Railway Age Gazette* and four monthly publications in the railway field, has opened an editorial office in Washington. Harold F. Lane is the Washington editor. Since 1912 he has been associated with the editorial staff of the *Railway Age Gazette* in Chicago.



# Political Influence

20,000 times during 1915 Collier's editorials and special articles were quoted in other publications—interesting as an indication of the attention commanded by The National Weekly in a political off-year.

Today, in the midst of a most critical political campaign, Collier's exercises a national influence upon the political consciousness of America greater, perhaps, than that of any other force except the expressions of the candidates themselves.

From the situation in which it is such a powerful factor, Collier's automatically derives added power as an advertising medium. Your copy should by all means appear in it this fall.

Subscribers  
776,000

**Collier's**  
THE NATIONAL WEEKLY

Total Circulation  
930,500

New York

Chicago

Boston

Philadelphia

# One Big Newspaper Covers



and

## The Capitol District For You

*Rate Six Cents Flat*

### Net Paid Circulation for July 43,931

*Advertisers, Sales Managers and Space Buyers  
Are Requested to Write*

## THE KNICKERBOCKER PRESS FOR FACTS

PUBLICATION OFFICE  
18-22 Beaver St., Albany, N. Y.

TROY  
382 River St.

SCHENECTADY  
Wedgway Bldg.

(Member of A. B. C.)

# Start of First Strong Consumer Campaign for Pillows

The Health Argument, as Relating to Feathers, to Be Featured—The Conditions Among Pillow Manufacturers

By Frank Leroy Blanchard

A STRONG, aggressive campaign is being launched for an article in every-day use by millions of people that has never been advertised to the consumer before. In spite of the fact that there are in the neighborhood of 200 manufacturers engaged in its production, not one has ever employed advertising in a strong campaign, except in a few trade mediums, to extend its sales.

Feather-pillows are almost universally distributed, and have been for hundreds of years. They are sold by dry-goods, department and furniture stores the country over. They are a necessity in every civilized home. Why, then, don't we know more about them? Why haven't the manufacturers and the retailers taken pains to inform the public as to the materials of which they are composed and the service to be expected from them?

To most people feather pillows are merely feather pillows. They judge of their quality from the cover or the weight. No one seems ever to think of cutting open a pillow to examine its contents. If the dealer tells us that they are filled with the best quality of geese feathers, when, as a matter of fact, they are stuffed with chicken feathers, we will never find out the difference until, through accident, a seam is ripped open and the deception is revealed. Although Americans are critical

about most things that enter into their home life, and insist on knowing all about them, yet when it comes to pillows they seem indifferent.

This condition of affairs is due, of course, to a general lack of education upon the subject. Information concerning merchandise and foods is spread abroad in these days through advertising, and because up to the present time manufacturers have not advertised, the public has been left in ignorance of many things about pillows that they ought to know.

The Robinson-Rodgers Company, of Newark, N. J., is the first of



**What's in Your Pillow?**  
Clean, fresh feathers, germ-proof?  
or  
**old feathers with disease in them?**

Half the pillows sold are unsanitary. They are filled with second-hand feathers.

New pillows purchased in New York have been found, under the microscope, to contain old feathers full of dirt and alive with germs.

Even new feathers, unless cleaned of the animal matter inside the quill, rot quickly and breed germs and disease.

The surest way to avoid the purchase of unsanitary pillows is to ask for

**Restwel Brands**

Restwel Pillows are made by the largest pillow manufacturers in the world and the only ones who use NEW FEATHERS ONLY. Besides this the animal matter inside the quill is removed by scientific treatment.

Dealers everywhere sell Restwel Brand Pillows because our guarantee, sewn in the seam insures newness and perfect cleanliness.

Sign the coupon and get our **FREE BOOK, "THE PEDIGREE OF TWO PILLOWS"**. It tells things about the use of old feathers that are almost unbelievable.

**Robinson-Rodgers Company**  
NEWARK, N. J.

Chicago Branch—1823 Westworth Av.  
Grand Rapids—Elliott Ave.  
New York—Grand Central Bldg.

**Robinson-Rodgers Co.**  
Newark, N. J.  
Please send me copy of "The Pedigree of Two Pillows"  
Name.....  
Address.....  
City.....  
Dealer's Name.....  
Address.....

Mail this at once

THE COPY IN THE GENERAL CAMPAIGN IS EDUCATIONAL  
25



the large producers of pillows to appreciate the situation and to seize the opportunity to make public through printers' ink the vital facts concerning them.

Just why the firm remained so long unconvinced as to the value of general advertising in promoting sales—it was founded thirty years ago—it is difficult for most sales managers to understand. C. H. Young, the vice-president and general manager, in speaking about the company's attitude, says that, although he had long been convinced of the efficiency of advertising in moving other manufactured articles, he could not see how, in view of trade conditions, it could be profitably used to extend the sale of feather pillows. Numerous advertising agents came to him and solicited the Robinson-Rodgers Company account. Seventy-one submitted plans for an advertising campaign.

The agent who won the account refused even to outline a plan of advertising until after he had spent considerable time at the factory, examining raw materials and the processes of manufacture, had interviewed dealers in several States and had thoroughly inquired into marketing conditions. When this preliminary work had been completed he submitted to Mr. Young an advertising scheme covering a campaign of eighteen months that was finally adopted.

In order to understand the merchandising problems with which the Robinson-Rodgers Company is

confronted it is necessary to become acquainted with the materials and the processes employed in the manufacture of pillows. Geese, duck and chicken feathers are the only kinds used by the best concerns. Some of the smaller manufacturers employ turkey feathers in making the cheaper grades. Eighty per cent

of high-grade feathers are imported from China, Russia, Austria, and a few other foreign countries. Just now there are no importations from the latter country on account of the war. When received in the United States the feathers are in a raw and dirty condition, and must be thoroughly cleansed before they are fit to be used in stuffing pillows.

If new feathers alone were employed the public might not feel quite so much concerned in the matter, but they are not. It is stated upon reliable authority that sixty-five per cent of the pillows sold in the shops are made of second-hand and unclean feathers; that is, feathers that have been used in the bedding of private families, hospitals, public institutions, lodging-houses and ships. Their

condition can be better imagined than described. People with contagious diseases have died upon them; bacteria and animal life of wide variety have found in them a congenial breeding-ground.

This second-hand material in the form of old pillows and feather-beds is purchased by junk dealers or rescued from city



**Old Feather Pillows Spread Disease**

Examine your pillows! If they are not guaranteed to contain new, sterilized feathers, you owe it to yourself and family to get rid of them at once.

65% of all pillows now made contain second-hand, diseased feathers!

**Restwel Pillows**

are guaranteed by the world's largest pillow manufacturers to contain all NEW feathers, scientifically treated to destroy all animal matter. Ask your dealer for Restwels.

Our free booklet "The Pedigree of Two Pillows," tells why second-hand feathers are dangerous; where they come from; why the animal matter even in new feathers should be destroyed; and HOW the NEW feathers in Restwel Pillows are sterilized to make them sanitary. Send for this booklet.

**Robinson-Rodgers Co.**  
Dept. 18  
Newark, N. J.



"FRIGHTFULNESS" MAKES ITS APPEAL IN SOME OF THE ADVERTISING

refuse heaps or gumps, and sold to small manufacturers, who use them over again in stuffing new pillow-ticking. In some cases a pretense is made of renovating the feathers, but eminent health authorities assert that no process that can be employed will make them sanitary. More frequently the cheap-pillow manufacturers do not attempt to clean the second-hand feathers, but stuff them into new covers just as they are, laden with disease germs and insect life.

Although the Robinson-Rodgers Company is among the largest manufacturers of pillows in the world, and employs only the best of new materials, it comes into direct competition with many other manufacturers who turn out pillows that, on the outside, look just as well as its own products, but within are filled with second-hand, unsanitary feathers.

Hence, the principal aim of the new general advertising campaign now being inaugurated is to impress upon the public the importance of knowing what they buy in

purchasing pillows, and to call attention to the dangers that often lurk within the feathers they do not see. Emphasis will, of course, be laid upon the advantages of the Restwel brands of pillows, made by the company from the best materials obtainable and under sanitary conditions that are unexcelled in any other factory.

In order to convince the public that unusual care is taken in preparing new feathers for use, a full description of the processes employed is given in an illustrated booklet, entitled "The Pedigree of Two Pillows," which is sent in response to inquiries received from persons who have read the advertisements. The most significant fact of all those given in the booklet is that, although a bale of raw feathers when received at the Robinson-Rodgers factory weighs from 450 to 500 pounds, after the cleaning process is completed the weight is reduced to 225 or 250 pounds, which is a practical demonstration, showing the thoroughness with

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

which the work has been done.

An illustration of the dangers that lurk in an unbranded and unidentified filling is given in one of the advertisements. A pillow of this kind was purchased at a department store and submitted to a bacteriologist for examination. He found the feathers not only dirty, but containing worms, bugs and disease germs.

#### SANITARY EXPERTS HELP

The educational campaign of the Robinson-Rodgers Company has already enlisted the co-operation of official and unofficial sanitary experts in several States. The recent agitation in behalf of better sanitary conditions in the transportation and selling of foods for human consumption, and for the improvement of tenement and factory conditions in the big cities has centered attention upon many evils the existence of which was unknown or not understood by the general public.

Doubtless many people are unaware that several States have already enacted laws providing that all pillows and mattresses manufactured and offered for sale must carry a card upon which the materials of which they are made are duly enumerated, and if any of them are second-hand the fact must be so stated. New York, New Jersey and Pennsylvania have such laws, but owing to the lack of an appropriation to secure their enforcement they are practically a dead letter except in the latter State. The recent epidemic of infantile paralysis has resulted in the strict observance of the rule of the Department of Street Cleaning in New York to the effect that all bedding used by sufferers from or victims of the disease shall be removed from the infected quarters and destroyed. Dr. John S. Billings, deputy health commissioner of the city, called attention to this fact in a letter to the daily newspapers.

In order to show retailers how pillows are made at its Newark factory, and the unusual care that is exercised in the preparation of the feathers for the service they are intended to give, the Robinson-Rodgers Company has had a 2,000-foot moving-picture reel pre-

pared presenting this information in an attractive and entertaining manner, which will be exhibited in the principal cities. It is believed that this reel will be a strong argument in behalf of the desirability of stocking up with Restwel pillows.

The newspaper campaign, which eventually will probably cover 150 cities, will not be in full force until later in the year. At present twenty-five dailies are being employed, six-inch, single-column space being used.

The magazine advertising, mostly quarter pages, will be run in fifteen periodicals, including many fashion magazines.

The trade press, which plays a most important part in enlisting the interest of retail merchants, is not overlooked in the advertising campaign. Generous space is to be used in the furniture periodicals.

It will be observed that the great big drive of the entire advertising campaign, which is being handled by Doremus & Morse, New York, is along educational lines. The public will not buy Restwel pillows in large quantities instead of other pillows until it realizes the importance of sanitary bedding, and this point will not be reached until its truth has been convincingly impressed upon the public mind.

#### Changes in Staff of "Le Costume Royal"

E. M. Alexander, who has been general manager of *Le Costume Royal* for the past year and a half, has disposed of his interest and resigned. B. G. Oman, who has been associated with Mr. Alexander in the management of the advertising department, has been made advertising manager, and H. E. Bauer, who has for many years been associated with the company, has been made business manager.

#### Procter & Gamble's \$88,000,000 Business

The volume of business of Procter & Gamble for the year ended June 30, 1916, exceeded \$88,000,000. The exact figures of gross and net for the past three years follow: June 30, 1916, gross \$88,113,506, net \$6,216,053; June 30, 1915, gross \$70,790,906, net \$4,835,992; June 30, 1914, gross \$65,822,079, net \$4,247,706.

## Home Building

**S**OMETIMES it seems to us that every family in the country is either building a new home or planning to build one or remodeling the one in which it lives."

That impression was formed by the editor of THE PEOPLE'S HOME JOURNAL from the mail that comes from its subscribers.

They live in communities where the home is the ideal of a happy life. We are reaching over 900,000 families who want their homes to be more attractive, more comfortable, more livable. Are you selling something which will help them?

### THE PEOPLE'S HOME JOURNAL

80 Lafayette Street, New York

A. B. C. MEMBER

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THE PEOPLE'S HOME JOURNAL has 1087 subscribers in Rockford, Ill., exclusive of newsdealers' sales; 64 "subscriber-agents" represent it there.

THE PEOPLE'S HOME JOURNAL has 126 subscribers in Pine Bluff, Ark., exclusive of newsdealers' sales; 3 "subscriber-agents" represent it there.

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## What are most people interested in?

Some one has said that all writing is either biography\* or autobiography.† One of the most popular headings in a magazine is "Mainly About People." People are what we are all interested in, because we are all people.

The circulation of the American Magazine is confined to people, to what B. L. T. and F. P. A. have called "the well-known human race," and that its circulation is so

\* "A Captain of Comic Industry," in May.

"The Man with the Miracle Memory," by James Hay, Jr., in March.

"Interesting People—John Patterson," by Fred C. Kelly, in February.

"The Working Habits of the President of the United States," by James Hay, Jr., in January.

† "What You Can Do With Your Will Power," by Russell H. Conwell, in April.

"The Autobiography of a Decisive Man," anonymous, in April.

"Have I Missed Something or Escaped Something? Let the Reader Decide," by Edward J. King, in May.

"A Successful Surgeon's Own Story," by Edward Mott Woolley, in June.

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large among that class is due to the interesting things about people and for people which it contains. It believes that a real story about a real man is frequently more interesting than a purely imaginary story about an imaginary man, and it has acted upon this belief.

Not only are there fact and fiction in life, but there are fact and fiction in advertising mediums.

This message is intended only to give you an inkling of what The American Magazine contains. Every word in it will interest you because every word in it has interested so many other people. When you come to weed out the fiction from the facts in making your list of advertising mediums, you will find that there is one uncompromising, irresistible fact, and that is

## *The* **American** MAGAZINE

LEE W. MAXWELL, *Advertising Manager*

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In every important advertising center you will find a Bermingham & Seaman office. The representatives there are men who know the "ins" and "outs" of the manufacture and proper uses of paper.

No matter whether your requirements are for 5,000,000 catalogues or 500 envelope stuffers you will receive the same painstaking attention.

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# Selling Catholic Institutions

A Big Market That Is Often Wrongly Approached—Whom to See and How to See Them

By Earl D. Eddy

THE selling of Catholic institutions presents one of the knottiest problems in salesmanship. Some of the best sales organizations in the country have wrestled with it and have not been able to make much progress. The field is large and the volume surprising to those who are not posted. Yet there are a great many sales and advertising managers who are apparently ignorant as to the extent of this trade. So true is this that when the writer recently remarked to one of the best-known men in the selling profession that the Catholic institution trade presented a most peculiar problem he was at once asked wherein the difficulty in selling to such an account differed materially from selling any other possible buyer. It was quite evident that, with all his selling experience and knowledge, the gentleman had never attempted to see and sell the Mother Superior of some large Catholic convent or hospital. It takes the actual experience to fully appreciate the problem as it really confronts those salesmen who are trying to make headway in the field referred to.

Selling Catholic institutions is a peculiar problem for several reasons. Perhaps one of the first difficulties lies in the fact that few salesmen fully appreciate the religious character of the women who conduct them and the motives for their reserved method of doing business. If this situation could be made clear to traveling men it would make business transactions with this trade much less difficult, as well as being a very good thing for the institutions themselves. As things are now, the Sisters do not always fall into the hands of the best and most reliable houses and, in consequence, frequently do not get the best value for their money nor the

class of goods they ought to have for the price paid.

The administration of the great majority of Catholic institutions is in the hands of women. By virtue of their religious character these women do not deal with the public with facility and freedom. They are generally difficult of approach. They are slow to place their business with anyone and, until they are well assured of the salesman's dependability, he can make but little progress. After they have learned to trust such a man he will have no difficulty whatever in getting the business from them. The Sisters are not very worldly-wise and they know their limitations better than anyone else. Whenever they find a salesman who will guide them and advise them wisely and sincerely they are very much disposed to give him their confidence and to call upon him for many small services, sometimes even outside his own line.

## SOME SALESMEN STAND IN AWE OF THE SISTERS

Aside from the natural diffidence of the Sisters there is another phase of the situation which retards the progress of many houses which seek sales in this field. Their salesmen are actually afraid of the Mother Superior who, in the majority of institutions, does the buying. If you asked the salesman they would laugh at such an accusation, but it is none the less true, particularly if the salesman is a Protestant. In the minds of those not familiar with the Catholic Church and its Orders there is a certain timidity produced, chiefly through ignorance and sometimes from intolerance and bigotry. The mystery in the lay mind surrounding the Catholic Orders, the somber costume worn by the Sisters, as well

as their habit of minding their own affairs—all these factors combine to awe, more or less, a salesman not of their faith. Frequently men who are star performers in calling on other classes of trade fail signally when assigned to accounts of this particular character.

That salesmen are not the only ones who act in this way on occasion was recently well told by a Mother Superior who is the head of a large hospital in the Central States. She relates that when they first opened the institution the doctors of the town, when they came to the hospital, acted like cats in a strange garret. If they had occasion to pass one of the Sisters in the corridor they would step around her at a distance of several feet just as though they felt something might happen to them if they passed closer. In conversation they were obviously ill at ease and, taking it altogether, the situation was anything but conducive to the successful outcome of the enterprise. Finally the Mother Superior got all the doctors into a room one morning and addressed them something like this:

"Gentlemen, we have established a first-class hospital in your city and to your advantage and benefit. We should like to feel welcome and to know that you appreciate our work. We have, however, been made to feel as though we were pariahs or else some strange people. We cannot understand the manner of some of you when you have occasion to address us or to utilize our services. You actually act sometimes as though you were afraid we would bite. Now, we are human beings just the same as you are and engaged in the same great work—healing the sick and conserving human life. We have, it is true, given up our life to the Church and also to this hospital work and certainly we are just as much in earnest and just as sincere in it as you possibly could be. Just because we wear somber garments and speak in low and gentle tones there is no occasion to

be afraid of us. Because of our isolation from the world and the repression of our lives and our training in general, it is clearly impossible for us to conduct ourselves as do those in the outside world who have been in unhampered association with their fellows of both sexes all their lives. There is certainly no occasion for you to act as you have been doing. We must co-operate and be at ease with one another and thus make this hospital an example of teamwork which will be a credit to all connected with the institution."

That talk cleared the air. From that time on the doctors were quite at home and things went along very smoothly. Now, there are lots of salesmen who are just like those doctors. They, however, have not the advantage of having some Mother Superior who will take them off to one side and give them a good lecture.

#### FIELD IS EXTENDED

At this point it might be well to give the reader some idea of the magnitude of this Catholic institution trade. Fifteen thousand, one hundred and thirty-five of these institutions are to be found in America to-day. According to the Official Catholic Directory, they are classified as follows:

- 538 Hospitals and sanitariums.
- 210 Colleges for boys.
- 85 Ecclesiastical seminaries.
- 79 Monasteries and abbies.
- 5,588 Parochial schools.
- 7,431 Convents.
- 283 Orphan asylums.
- 685 Academies for girls.
- 112 Homes for the aged.
- 124 Novitiates and provincial houses.

Besides these there are 15,163 Catholic churches and 10,058 rectories. There are 19,572 Catholic clergymen and 57,350 Sisters and Nuns. The buying power of these Catholic rectors and heads of Catholic institutions reaches into the millions every month. Attempts to approximate the total have several times been made but have met with failure because of a strong disinclination on the part

TODAY'S MAGAZINE



*Frank Alvah Parsons*

AND

*Today's Magazine*

FRANK ALVAH PARSONS,  
President of the New York School  
of Fine and Applied Art, will here-  
after have editorial supervision of the  
educational course in INTERIOR  
DECORATION, a feature of the

*Home-Makers' Bureau*

*Today's Magazine*

This Bureau, with its various courses in household subjects,  
was described in a three-page advertisement in *PRINTERS'*  
*INK* of August 17.

## Some HOME LIFE Departments—

Besides the Big Four "F's" in HOME LIFE—Fiction, Fashions, Foods and Fancywork—will be found Current Events each month and the liveliest, original Editorial and Art Departments that money can buy.

Music Service

HOME SCOUTS CLUB  
Arthur Washington Wolfe, Chief Home Scout

Let Us Read the News Together  
Designs for House Dresses  
By Hiram Quick

HOME LIFE

Readers anticipate and are given pleasure from each page—from cover to cover—with startling features added each month. No hum-drum conventionality but a live, suspense-creating publication.

Home Life Advertising

ATTRACTIVE NEEDLEWORK

YOUR CHILD'S WELFARE  
By Gertrude Farnham

DINNER IS NOW SERVED  
Dining Room to Which the Family Resorts Every Day in the Year

GIRLS IN THE CITY  
By Ethel Greaves

Investigator of Unskilled Trades for Women and Girls

Home Life

J. A. Lisher  
Advertising Manager.

"The Small Town Family Magazine"

1,000,000 Circulation

Now \$3.50 Per Agate Line

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1182 B'way, New York, N. Y.  
Tel. Madison Sq. 7551

of those most concerned to give out any data on the subject. There is, however, no question as to the great volume of the trade. Consequently the field has attracted the attention of manufacturers in almost all lines.

#### RELIGIOUS BELIEF DOES NOT AFFECT SALES

There is a well-defined theory among those who have attempted to sell Catholic institutions that it is essential that the salesman calling on such trade be himself a Catholic. This is largely a theory. The writer, himself a Protestant, is acquainted with several salesmen who have made a success with this trade. Three of them are Protestants and one is a Catholic. The Catholic sells less than any of the other three. Perhaps to relate the opinion of one of these men would make interesting reading. In a recent letter he states his views as follows:

"Catholic institution people are really no different from other people if you give them a chance. I believe my success has been largely because I meet them exactly as I meet any other prospective buyer. I agree that the head of one of these institutions is hard to interview, not because she is a Catholic but because her time is largely taken up with important work and she has delegated Sisters of lesser rank to conserve her time by doing such odd jobs as answering door bells, chasing off book agents, peddlers, etc., and to the extent that I can convince these doorkeepers that I am neither a book agent nor an ordinary peddler is the degree of my success. The hardest battle is fought in getting by to the buyer. I often fail here, as you know, and after such a failure I always feel like a cheap ordinary peddler who can't get through the gate to display his wares. The dog is barking and I follow the lines of least resistance by then hunting up a prospect who has no watch-dog, as it were.

"But after using the proper strategy or persistence and reaching the Superior I usually find a

live prospect. She believes in buying and using good goods. She does not haggle on the price and from a business standpoint does not give a rap what my religion is or whether I have any at all. In fact, I sometimes suspect that some of the more intelligent would prefer to deal with a man who does not prop himself up with any suggestion of interest other than the merchandise which is offered. Some of them rather suspect that some of their sources of supply have been in the habit of 'cashing in' on their religious connections. They have hinted as much to me. The safest line to follow, the one more sure of permanent success, is to go after their business along business lines, appealing to them with the merits of quality and service—that universal service that makes no distinction as to 'race, color, religion or previous state of servitude.'

"I might add that the Nuns who are in charge of these institutions have very few of the luxuries of life and, as a consequence, they not only appreciate good goods and careful service to the fullest, but any courtesies or personal favors shown by the house or the salesman are cherished and long remembered. The personality of the salesman, the friendly interest of the house, and a carrying out of all promises make a greater impression on this class of buyers than any I have ever sold. A few years of catering to their needs will build friendships which are invaluable. I had an illustration of this to-day. I called on a Sister who had placed her order last spring with one of our competitors from whom she had bought for several years. She could not remember exactly what she had ordered, as she had merely told the salesman over the 'phone to duplicate her last year's order. She left the matter of price entirely to him and is confident of receiving fair treatment."

That the Sisters appreciate and reward courtesies and personal favors regardless of whether a man be a Catholic or a Protestant is proved by the experience of a

New York merchant who supplies dry-goods specialties, blankets, sheets, linens, etc., to hospitals, and, though not a Catholic himself, has established such friendly relations with a great many of the Catholic hospitals that practically everything is purchased on open order. Often this man has taken days away from his office for the purpose of helping the Catholic Sisters raise funds for new hospitals or additions to present institutions, and because his interest has been humanitarian and not purely commercial, he has achieved a great success with these people.

#### SINCERITY IN SALESMEN IS APPRECIATED

That salesmen are afraid that the fact that they are not Catholics will cut them out of business is further verified by the statement of another salesman who is working in this field. He writes:

"When I first started calling on Catholic institutions I felt more or less uneasy when I finally reached the presence of the buyer. I was very anxious to sell them. I was, however, afraid that they would find out that I was not Catholic and would then turn me down. All that has since been changed. Now when I call at a Catholic hospital or school I feel more at home than in any other institution. I have been very pleasantly entertained several times, particularly in the hot summer, when the Mother Superior has had me served with cooling drinks and a sandwich because she could not give me immediate attention. I have found from my several years' experience that they are the best sort of people to deal with. In accounting for whatever measure of success I may have had, I would say that tactful persistence in insisting on seeing the Mother Superior probably accounts for the most of it.

"A good many salesmen are afraid to insist on seeing the Mother Superior. That is where they make their mistake. Of course such insistence must be accomplished in a way not to cause of-

fense to the Sister on duty at the door or you never will see the Mother Superior. The first order is certainly the hardest one. Once you get them on the ledger you have an entering wedge which the quality of your goods and service should soon make larger. In selling Catholic institutions it is particularly important that the salesman be careful and only make statements that he can back up. If you are not certain tell them so. Don't make any statement that you will have to take back. The big feature in selling these people is to get their absolute confidence."

It is the writer's opinion, and there is much evidence to confirm it, that the Catholic institutions of the country, hospitals in particular, have progressed more rapidly as regards efficiency of service during the past two years than ever before in two or three times that period. Formerly they were slow to take up new ideas in the way of improvement of service, slow to purchase new equipment, to test out new ideas, etc.; but to-day both schools and hospitals seem to be quite as progressive as the non-Catholic. From the standpoint of the sales manager, their trade is even more desirable since it is more dependable and loyal.

#### SALES BEGET SALES

While each institution usually buys for its own needs a great advantage lies in first selling the "mother house" of an Order. The branch establishments will naturally be influenced by the judgment of the Mother-General who exercises supervision over all the activities of the Order. It has been found profitable to put forth an unusual effort to gain such an end. Clearly, if satisfactory service is given to the "mother house," it is relatively easy to introduce a product to the affiliated institutions of the same Order throughout the country.

This field demands a rigid uprightness in business dealings. The one-price basis is essential not only because that policy is merely honesty, but also because any oth-

# A Canadian Campaign

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AN effective national campaign in Canada, covering a whole year, can be had for \$1260—twelve full pages.

Canada's outstanding Magazine of national influence and Dominion-wide circulation is MACLEAN'S MAGAZINE.

This Magazine has achieved its place and distinction by making itself out-and-out Canadian in the character of its Contents and in the selection of its Contributors.

As a medium for national publicity for supporting local distributors, or for reinforcing local or territorial Newspaper advertising in Canada,

# MACLEAN'S MAGAZINE

Member Audit Bureau of Circulations

is the one obvious publication. In addition to breadth and quantity of circulation it has prestige and power to a high degree.

The CIRCULATION of MacLean's Magazine is of especial value to you as an advertiser, because of the high purchasing power of its readers. Subscribers to the MacLean business publications (14 in all) are subscribers to MACLEAN'S MAGAZINE to a very great extent. Manifestly these subscribers indicate homes of large buying power. Also subscribers are drawn, by advertising and personal solicitation from the well-to-do and better-off classes—professional men, motor car owners, company directors, and so on. The publishers maintain all-the-year-round salaried solicitors. Subscribers pay cash and full price, \$1.50 per year. Premiums are not and never have been used.

MACLEAN'S CONTRIBUTORS are almost wholly Canadian, among them being Arthur Stringer, Arthur E. McFarlane, Agnes C. Laut, Stephen Leacock, Robert W. Service, Alan Sullivan and Arthur William Brown—each of whom is a noted contributor to the best current literature.

MACLEAN'S MAGAZINE is a well produced Magazine: 3 color process covers: good typography: good printing, and illustrations by artists of note.

## Instruct Your Advertising Agent

to report to you on MACLEAN'S MAGAZINE. In addition, send for a copy of the current issue and analyze it for yourself. Note its special articles, stories and illustrations: also its advertisers. Write the publishers for their A. B. C. Report and any special information you may desire concerning distributing problems, special conditions or other points of interest.

## MacLean's Fourteen Publications

Grouped according to class are as follows:

### Six Retailers' Newspapers

*The Canadian Grocer  
Hardware & Metal  
Dry Goods Review  
Men's Wear Review  
Bookseller & Stationer  
The Sanitary Engineer*

### One Commercial Newspaper

*The Financial Post of Canada*

### Five Technical Mediums

*Canadian Machinery  
The Power House  
The Canadian Foundryman  
Marine Engineering in Canada  
Printer & Publisher*

### Two Magazines

*MacLean's Magazine  
The Farmer's Magazine*

Copies and advertising rates on application

**The MacLean Publishing Co., Ltd., Toronto, Can.**  
Montreal, Winnipeg, New York, Chicago, Boston, Cleveland and London, Eng.



er policy would prove dangerous owing to the interchange of confidence between institution-buyers of the same Order, as well as those of different Orders. The meeting of the Catholic Hospital Association in Milwaukee last year and again in June of this year marked the commencement of an interchange of knowledge and information not heretofore known in that field. Being reserved by nature, by instinct, and by religious necessity, they have held themselves in the background and will continue to do so, but the formation of this hospital association marks a huge step forward in their work and means that efficiency and improvement from within may now be expected and that their meeting together will result in an exchange of ideas which will be of advantage to all.

#### SELLING TO MEN IN CATHOLIC INSTITUTIONS

While throughout this article mention has only been made of the various Orders of women, it must not be overlooked that probably the largest Catholic establishments in the country are conducted by the several Orders of men. These are usually educational in character. The University of Notre Dame is a splendid example of the type of institution maintained by the Brothers. A number of hospitals are also conducted by one of these Orders. The men at the heads of these institutions are highly educated, broad minded and thoroughly appreciative of good goods, good service and square dealing. They are not hard to meet and are always quite at ease with the salesman. As a rule they are hard to sell, but they have that same loyalty to those who treat them well that is found among the Orders of women. On the other hand, while the institutions conducted by the Orders of men are in some cases larger than any of those conducted by the Sisters, there are so many more maintained by the latter that the real problem still remains, and that is finding the best way to gain the ear of the Mother Super-

rior. That task usually calls forth all the ability in any sales organization.

Besides church, educational and hospital goods, there are a tremendous variety of items which these institutions buy. There are advertisers in this field to-day who are selling by that means boilers, acetylene lighting plants, dictating machines, ironing machines, food products, investments, laundry equipment, moving-picture outfits, music, iron and wire work, cigars, hardware, hair goods, roofing, fire escapes, ovens, pencil sharpeners, typewriters, pianos, steel lockers, radiators, stationery, refrigerators, separators, soap, etc. The opportunity for other lines is clearly shown. The heads of these Catholic institutions are just as amenable to the selling arguments which advertisers are using in other fields successfully, but they cannot be reached along the regular roads of approach. They have a road of their own and both the advertiser and the salesman must travel it to get in touch with the orders.

One final bit of advice. A very frequent blunder made by concerns not familiar with the proper methods used in soliciting business from Catholic institutions lies in their failure properly to address the heads of same. The writer has seen letters addressed to convents with the salutation "Gentlemen." Such a mistake indicates a total lack of care and interest and the Sisters resent things of that sort. Neither should a hospital conducted by one of the Orders of women be addressed "Gentlemen." It is not difficult to procure the Mother Superior's correct name. The letter should be addressed to the hospital and marked for the attention of the Superior; the salutation itself reading "Reverend Mother." The writer has seen letters addressed as "Dear Superior" and "Dear Sister" as well as "Dear Madam." These are perhaps little things, but they are just the sort of things which spell the difference between success and failure in the Catholic institution field.

# Lord & Thomas Creeds

## *No. 14. Picking Men*

In commercial fields, the great successes are due largely to skill in picking men.

Few other acts are so far-reaching, so persistent in effect.

Office boys and officers may be equally important. For your coming captains should grow up from the ranks. Developed big men are pretty hard to get.

Your advertising pilots are particularly important. Your place with the millions depends on them.

But, happily, the right men here are easily selected. A mistake is inexcusable.

Every master of advertising, at every step, leaves his indelible record. You have only to consult it.

Mediocrity, when on parade, looks much like competence. But it is your own fault if you judge men by such off-hand impressions.

In advertising, where so much is staked, beware men of unproved powers.

In Lord & Thomas, with all our skill at selection, hardly one in fifty unproved men proves a master.

The men who can do big things for you have done them repeatedly elsewhere.

Don't try to measure them up for yourself. Go to the men who have tried them.

Go to the greatest successes you know and ask who their pilots were.

**They are the safe ones—the certain.**

This is the fourteenth of a series of business creeds to be published in Printers' Ink by Lord & Thomas. If you desire the set in card form address Lord & Thomas, Chicago, New York or Los Angeles



*Measuring the  
heat capacity  
of a gas stove*



*Testing an  
electric iron*



## Just as a Matter of Good Business

**I**N addition to what the exacting tests of Good Housekeeping Institute may mean to the consumer, consider what they mean to the manufacturer—purely from a selfish standpoint.

During the past eight months, three million labels bearing the seal "Tested and Approved by Good Housekeeping Institute" have been ordered by manufacturers of endorsed appliances for use on their merchandise. Some of the largest concerns known to the manufacturing world are among this number.

During the past three months, twenty-five hundred retailers have asked for lists of products tested and approved by Good Housekeeping Institute.

So far this year at least forty-five manufacturers of products *unworthy* of competition with quality goods, have been discouraged by Institute tests and their goods kept off the market.

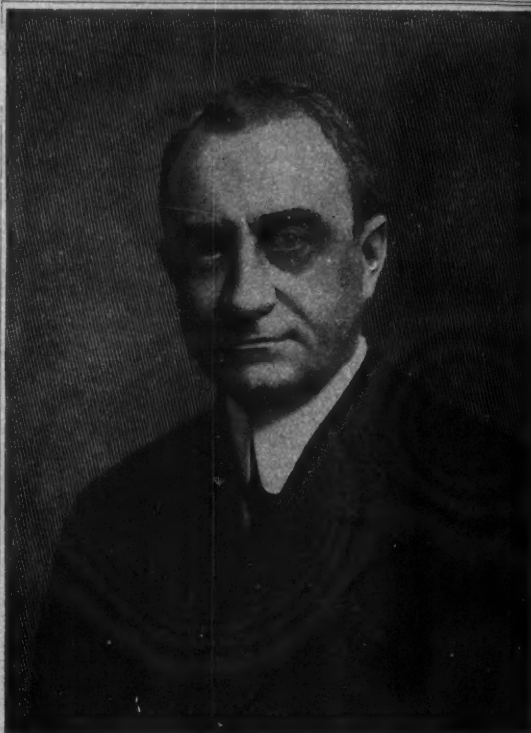
Since January four large manufacturers and a goodly number of smaller ones whose products failed of endorsement in the first test have made improvements as suggested by the Institute, thus saving themselves the loss of thousands of dollars which would have come with the marketing of "faulty" devices.

Can you see why "advertised" and "guaranteed" are synonyms to those who know Good Housekeeping?

## GOOD HOUSEKEEPING

119 WEST FORTIETH STREET, NEW YORK

A series about Good Housekeeping readers and advertising. Next "Buying and Selling—with Confidence."



## BUILDERS *of* AMERICAN BUSINESS

N. G. WILLIAMS, VICE-PRESIDENT AND GENERAL  
SALES MANAGER OF THE PFAUDLER COMPANY

"What I read here in the office naturally has to be picked very carefully, but I nevertheless find it profitable to give **SYSTEM**, the Magazine of Business, attention at my desk, and have thereby secured many points of value for use in connection with our sales plans."

NUMBER LIX in the series of portraits of readers of **SYSTEM**

# Conserving Old Dealers Instead of Switching Agencies

The Death Rate of Dealer-interest Was Lowered by Putting Some of Dealer-getting Energy into Dealer-training

IT costs a lot to build up a nation-wide dealer organization. Plenty of distributors just starting out would gladly put up a barrel of money for such an organization, if it were possible to exchange it for such a sales outlet.

And yet many of these same distributors, getting dealers by the ordinary slow and expensive process, allow a very heavy percentage to "die" from lack of interest or through lack of attention every year.

Looking at the cost of training 1,000 or 2,000 dealers and comparing it with the cost of getting "a few" new ones, training doesn't seem to pay. So they get "a few" new ones—each day.

So the dealer-lists of many of the biggest distributors look like a revised roll-call of a European battle regiment every year. Often, especially in the case of "exclusive dealer" organizations, the loss is as high as 50 per cent.

That is, to maintain a dealer organization of 2,000 it is necessary to get every year a brand-new, untrained, untried, dealer organization of 1,000 stores.

The distributor on a national scale who stands off and looks at his dealer organization impersonally is apt to be astonished at the "death rate" and "replacements." It is natural to look at the figures showing the number of new dealers and feel "proud" of the sales organization, even while cussing the alleged inefficiency of retailers in general. But looking the facts squarely in the face and seeing that it was necessary to get 1,000 new dealers because 1,000 of those you had didn't make good—

Well, taking a good square look at such facts is apt to make any worth-while executive scratch his head and think a little.

There aren't many reasons why a dealer would fall down. If the

goods are right and are saleable about all of the reasons left can be summed up under two heads—the dealer is too slow for 1916, or he *doesn't know your line*.

Assuming the goods to be marketable and up to the required standards of that market, and assuming your own sales organization to be at least passably good, there really is but one reason for losing a dealer—lack of attention from the distributor after the dealer has stocked the line.

## THE ONE BIG DIFFICULTY IN HOLDING DEALERS

A good salesman isn't at all likely to put an exclusive line into the hands of a moss-back dealer, so about the only need there can be for transferring the line is not, as it might seem, lack of sales on the part of the dealer, but lack of training from the distributor.

In the commercial stationery or office-supply field, for instance, there are some 3,000 different lines of goods which the dealer can stock, and most of these are made in sizes and styles which multiply his troubles. A line placed exclusively with one of the dealers in the stationery field immediately divides attention with all of the other lines. The result is that unless the line of itself shows some signs of life the dealer will forget it entirely.

If he doesn't know anything about the line it has but a slight, very slight, chance of getting a real start, and if that dealer can hold the line only by attaining a certain volume of sales he is pretty certain to lose it.

And then the distributor is back where he started, minus the cost of getting the lost dealer.

The Kahn Tailoring Company, of Indianapolis, ran into this problem about a year ago. The problem had been brewing for a long time and was recognized as

plenty serious, but prospective dealers were not scarce and it was easy to transfer the line of samples when a dealer failed to make good.

It cost money, though, for many sample outfits were damaged or lost and it took salesmen—men whose time was valuable—to find the new agency and make the transfer. The only “blinder” was that it cost less to make the few immediate replacements than it promised to cost to prevent the changes, and, besides, it wasn't sure the old agencies could be held.

About one-half of all the agencies secured were lost within a year—nearly always because they didn't produce the business expected of them. At that rate it was plain that the number of available agencies was being drawn upon at a pretty rapid rate, and the best ones were being weeded out pretty fast, with no important increase in the average dealer-list.

An analysis of the reasons for the failure of agencies to make good revealed the nearly inevitable information that they did not know how to sell the line. They simply put it in like a grocer stocks vegetables, only with less urgency for selling, and then “sat down,” metaphorically speaking, to let it build up its own business. And it didn't build.

Following this analysis came a decision to give more attention to dealers. They had been getting a monthly house-organ and an occasional “out-list,” showing cloth numbers which could not be furnished, as well as new numbers added or “out” numbers reinstated. This latter was simply a card with figures on it, with some figures marked off. It wasn't advertising. It contained no sales suggestions. It was dry as sawdust.

Dealers had been getting a big bunch of samples, a style-book, instructions for taking measurements, an ad-book saying what helps they could get, etc., and then started off with a personal letter from the sales department.

The house-organ and “out-lists”

were about all they got in the way of aids after that. They were nearly forgotten, except that the sales organization held over each dealer a threat that the agency would be taken away from him unless his sales were satisfactory.

But this plan had not kept the agencies “alive,” and had allowed far too many of them—50 per cent, as already mentioned—to drop into the unreturnable past—to be replaced by the salesman's second (often tenth or twelfth) choice in each territory.

The new plan was to keep the agency in mind constantly. The salesman's advice that a given haberdasher had been landed as an agency for the line ceased to be a signal for “forgetting” that haberdasher. Instead it put the new agency on a follow-up list which kept constantly after him.

A series of mailing cards and folders were worked out, each with a definite part in the big plan of keeping the agencies sold on the line and of helping them to sell the goods.

The cards, it might be mentioned, were purposely different in form. Almost no two in the whole season's campaign had the appearance of having originated in the same office. There were booklets and folders and mailing cards in all kinds of shapes and colors.


#### DEALER-INTEREST MAINTAINED BY NOVEL SERIES OF HELPS

One of the purposes of this great variety of differentness was to hit the dealers each time just as if they had not previously received anything from this factory; to keep them always in doubt about future pieces and to surprise them into reading each piece as it came. It also was desired to cover up the fact that the folders, etc., were a part of a fixed plan.

One of the early pieces sent out was a small folder reproducing the cover-design of the company's “ad-book”—“Dealer Ads and Aids.”

“Have you ordered your cuts for the fall newspaper ads and





**14,168 lines  
more truck advertising**

Increasing appreciation of the motor-truck-purchasing-power of Leslie's 420,000 (113,000 of whom are *executives* of businesses rated in Dun's or Bradstreet's) has resulted in the use of 14,168 lines more motor truck copy in Leslie's the first nine months of 1916 than in the same period of 1915

—by far the largest percentage of increase of any of the leading periodicals.

**Leslie's**  
*Illustrated Weekly Newspaper*  
Established in 1855

A Wilkes-Barre, Pa., "demonstration"—from Leslie's



No use trying to get him to turn 'round and talk to you now. You'll just have to wait until he finishes his reading of Garet Garrett's Business Man's Financial Pages in this morning's New York Tribune.

**Q** We would like you to meet Garet Garrett at our expense. Your name on your letterhead brings you The Tribune for a month without any obligation on your part. Just address The New York Tribune, 154 Nassau Street, New York.

handbills?" the folder asked.

"Have you requisitioned the new lantern-slides?"

"Have you prepared to mail personal-toned letters to your different classes of trade?"

"Do you know how many copies of the new fashion-folder we'll need to print in your name?"

Other questions covered each of the other sales services available to the company's agents.

These dealer-helps include: House-organ every other month, dealer's identification sign, window style-cards, window announcement-cards, suggestions for newspaper advertising, co-operation through national advertising, guarantee-card with every garment, window transfer sign, drift-of-fashion folders, personal-message cards, dealer's diploma, newspaper cuts, moving-picture lantern-slides, suggestions for personal letters to consumers and personal advertising service.

In this folder the main feature was made the mailing-lists. Dealers were urged to send in mailing-lists showing to whom they wished copies of the fashion-folders mailed. These folders are furnished only "by mail to your customers." No charge was made to the dealer for the mailing work, nor for the folders, but he was charged with the postage, one cent per name.

Other folders going out at frequent intervals featured each its own special aid or selling argument, or seasonal thought. There were Easter suggestions and Easter ads, mid-summer ad suggestions—taken from the big ad-book and specially featured in the seasonal folder—special lantern-slide offers, particular pressure on certain kinds of cloth at certain seasons, supplementary style-folders, talks on the dye situation, etc.

In all, about fifty pieces, including the bi-monthly house-organ, were sent out during the first year of the campaign.

#### OLD DEALERS ARE STICKING NOW

The result of this campaign was to reduce the "death rate" of dealer-interest from about one-half the whole dealer organiza-

tion each year to about one-third of the *new* dealers. It won't require much arithmetic to figure that out; in two or three years the dealer organization will be nearly *fixed* and the new dealers added will nearly all remain to increase the lists rather than to fill up gaps caused by other dealers falling out.

The cost of the "help-make-good" campaign was not great. It doesn't cost much to print even a handsome folder in small dimensions for 2,000 dealers, and postage is only \$20 for each mailing. So the total cost for the whole year's campaign was less than the cost of getting 100 new dealers. And since the campaign prevented the loss of several hundred dealers and saved the expense of replacing several hundred, it proved the value of the conservation idea in the handling of dealer organizations.

Incidentally, though very important, the average sales per dealer considerably increased. A dealer who knows how to push a line and make it go is pretty certain to do more business than a new dealer—even than two or three new dealers—so the plan won a big increase in sales while chopping down expenses.

#### Baum Is Instructor in Advertising

F. J. Baum, an advertising man on the staff of the *Los Angeles Times*, has been appointed instructor in advertising at the University of Southern California. He will retain his position with the newspaper. The University this fall will offer three and one-half years of work in eight courses.

Mr. Baum was formerly president of the Baum-Minor Advertising Agency of Los Angeles. He has also had agencies in New York and Chicago, was chief of the copy staff for Swift & Company, and has recently been general manager of the Oz Film Manufacturing Company.

#### Theodore R. L. Loud Leaves Ad Field

Theodore R. L. Loud has resigned from the Butterick Publishing Company, effective October 2nd, and will leave the advertising field to re-enter the chemical trade. He has been elected vice-president of The New York Quinine & Chemical Works, Limited, and will act also as general manager.

# Can Mrs. Winslow's Soothing Syrup Advertise Down Its Past?

With a Cleaned-up Formula Its New Manager Is Going to Try—No Typewriters or Telephones Ever Used by Old Company

By Henry A. Beers, Jr.

CAN Mrs. Winslow's Soothing Syrup come back? A good many advertising men are asking this question in view of the new campaign which has been marked out by the present manager and treasurer of the company which makes the medicine, namely, The Anglo-American Drug Co. of New York.

The demand for Mrs. Winslow's Syrup crumpled up. It was the leading brand of soothing syrup—thanks to the thousands of dollars that had been invested in its promotion. On many a death-certificate of children who had been put to sleep while their mothers worked during the day the cause was ascribed to soothing syrup, and very often the words "Mrs. Winslow's" would creep in quite naturally, although the particular concoction used was none of the company's output. Mrs. Winslow's was made to suffer not only for its own sins, but for the sins of most other soothing syrups also.

The new manager and treasurer of the company, C. C. Schooley, isn't saying very much, but is grimly facing the formidable task of reinstating the soothing syrup, now made with an ethical formula, into popular favor.

The step is significant as a sign of what other companies may do, who in the old days developed a demand, only to find it nearly gone when an educated public and

a Federal Food and Drugs Law proved their undoing.

Old-timers will remember Curtis & Perkins as the advertisers of Mrs. Winslow's Soothing Syrup. Mr. Schooley, who is now in control, has cleaned up his formula to the satisfaction of the doctors, it is claimed, and is mak-

## TIMELY ADVICE to MOTHERS



MANY DISEASES TO WHICH CHILDREN ARE SUBJECTIVE, MARKED BY THEIR EARLY WEAKNESS IN THE CONDITION OF THE BOWELS—THEREFORE A CAREFUL MOTHER WILL ALWAYS KEEP A STRICT WATCH ON THE BOWEL MOVEMENTS OF HER CHILD AND

### USE MRS. WINSLOW'S SOOTHING SYRUP

→ IT IS A SAFE AND PALATABLE LAXATIVE FOR CHILDREN  
→ IT IS SOOTHING TO THE CHILD

→ IT IS ABSOLUTELY NON-NARCOTIC AND DOES NOT CONTAIN OPIUM, MORPHINE NOR ANY OF THEIR DERIVATIVES

- |   |   |
|---|---|
| (1) It contains ingredients recommended by the highest Medical Authorities for relief of vomiting, colic and diarrhoea in children. | (3) It regulates the bowels, and is absolutely laxative and non-narcotic. |
| (2) It neutralizes overactivity of the stomach due to improper feeding.   | (4) It helps to bring about a healthy, natural condition in the child.    |

SOOTHES THE FRETTING BABY  
And Thereby Brings Relief to the Tired Mother

SOLD ALL OVER THE WORLD

Our booklet on "How to Rear the Baby" will be sent free on request.

ANGLO-AMERICAN DRUG COMPANY  
21-217 FULTON STREET  
NEW YORK CITY



PAGE IN NEWSPAPERS TO OPEN THE CAMPAIGN IN  
PHILADELPHIA, BALTIMORE, WASHINGTON, RICHMOND AND CITIES FURTHER SOUTH

Here is a product which began about 1840, and through the years preceding and following the Civil War built up a tremendous demand, which demand grew until the revulsion of an educated popular sentiment against patent medicines, often "doped," gave it a body blow.

# Punch!

**Hanff-Metzger**

Incorporated

**Advertising Agents**

95 Madison Ave., New York

# THE LEDGERS

The Papers That Serve Philadelphia

BUSINESS  
SECTION

PUBLIC LEDGER

FINANCIAL AND  
COMMERCIAL NEWS

Philadelphia, Thursday Morning, September 12, 1919

Foreign Buyers Back to Government Fur Sale: Bank Returns Reflect Great Prosperity in South

PHILADELPHIA BANKS IN SOUTH \$2,000,000 FUR NEW YORK

## PUBLIC LEDGER

PHILADELPHIA, THURSDAY MORNING, SEPTEMBER 12, 1919

**T. WILL LEASE NEW CITY LINES, SAYS DIRECTOR**  
The Public Ledger has been informed by the city director that the city will lease the new city lines, says the director.

**RUSSIAN DRIVE ALONG RAILWAY TOWARD HALICZ**  
The Russian drive along the railway toward Halicz is reported to be making rapid progress.

**TAFT FIRES BROADSIDE AT WILSON POLICIES: POINTS OUT MISTAKES**  
Mr. Taft has fired a broadside at Mr. Wilson's policies, pointing out many mistakes.

**HUGHES DEMANDS ENFORCEMENT OF AMERICAN RIGHTS**  
Mr. Hughes demands the enforcement of American rights in the foreign world.

## BUSINESS NEWS

**T**HE Public Ledger is the only daily newspaper in America combining general news of the world with the complete news of business—two newspapers in one. The majority of Philadelphia business men read the Public Ledger daily because it contains the news of *their* business, no matter what that business may be. The Evening Ledger reaches a wider field. Together, 180,000 strong—morning and evening—the Ledgers are rapidly becoming powerful national advertising mediums.

ing a serious attempt to advertise down the reputation of the past. He had been an accountant and efficiency engineer when he took hold of things about a year ago.

Business was then "drying up," as he expresses it. When he stepped into the musty offices of the concern in lower Fulton street he found a business apparently existing by virtue of tradition alone; withering away with a few memories and one fading asset, which had lately been shifted over to the liability column—the proprietary right to the name of "Mrs. Winslow's" in connection with the soothing syrup.

Set in the midst of one of the busiest spots on earth, the office was an anachronism. Never in its history had a telephone bell sounded or a typewriter rattled in the cobwebby offices. The syrup was still being manufactured by the casual process which characterized so many of its neighbors in the market. The drugs and materials were all dumped into a single vat and covered with alcohol, which percolated through them, taking on its way so much as it could, or "might require"; never in the same quantities for individual batches. But the label and the color did the rest, so far as the public was concerned. Ante-bellum methods still prevailed. Up the creaky stairs still trudged representatives of papers that had carried "Mrs. Winslow's" copy for fifty years or more, contracts in hand for another year, just ready for the requisite and matter-of-fact signature. Poor unsuspecting mortals! They were doomed for the shock of their lives. Mr. Schooley did not "sign here," or "there."

For, as has been remarked, he knew that as an asset this product's name in this day and generation was of negative value. If he was to rejuvenate the affairs of the concern, he concluded that it was up to him to remove the cause of the prejudice that was tolling the company's requiem. For the name, he felt, could be purged of the odor surrounding this in common with

other patent medicines since they came under the glare of publicity and the governmental ban; it still held big possibilities for new life and prosperity.

New methods, too, in manufacturing and advertising—plus an altered product—he knew must be the pass-keys to replace the latch-and-string methods of the old régime, and accordingly he set about putting them into effect.

#### MANUFACTURING PROCESS ALL NEW

First of all, chemists were engaged to eliminate from the commodity the narcotic and the alcoholic contents of the old formula, and the same time retaining the advertised virtues of the commodity. The intent of the new formula is to quiet the child through more normal processes than by the administering of an opiate and a stimulant. Mild laxatives, digestives and correctives, with aromatic oils, are among the medicinal qualities of the new product. Whether or not the results sought for are attained, we cannot say.

Uniformity of product is also assured under the new order of things to replace the haphazard "brewing" methods of the old days; not so old, at that. New processes of manufacture have been installed in the tiled workrooms and laboratories. The active properties of the various drugs are removed separately by percolation before the final blending is carried out, according to the formula's tested proportions. Graduated pharmacists "prove" every "brew" to see that it conforms to the standard. Incoming drugs are here tested before acceptance.

The product is piped from the laboratory to the bottling and labeling room on the floor below. Each bottle is filled by an automatic machine, which drops an exactly measured quantity into each and then shuts off. The bottles are then passed along a traveler to the capping-machine, where they are sealed and labeled with self-sealing caps instead of corks as formerly.

About the only trace of former



days is the name and the buff label. These were the sole stock in trade the new management inherited—which it aims to put back on the map again, with a greater moral prestige to boot.

#### ONE APPARENT WEAKNESS IN THE MERCHANDISING

This new product has been on the market since January 1 of this year. But the company has only started to advertise it. And here is the one flaw in its new course, as we see it. No particular efforts have been made to take the old product off the market and replace it with the denatured goods. Rather, an active eight-months campaign was made to move the old goods, to make way for the new. Where jobbers or dealers asked the replacement of the old with the new this has been done, but such action has not been courted deliberately.

There is the chance, too, that some corner general store might have a few bottles of the old goods left when it takes an order of the new. The dealer may not be too particular about his picking the bottles for a customer who may be influenced by the new advertising, and the old can be substituted easily without any special intention on the dealer's part.

Doubtless a previous campaign, with the announced intention that the company wanted first of all to replace old stock with new before advertising the latter, would have been expensive. But it would have served as Exhibit A that the company had turned a new leaf, an action that would have more than earned back its cost in trouble or goods. Merely the announcement of its intentions would have been better than the course it adopted.

Be that as it may, all old advertising contracts have not been renewed, except so far as they fit in with the new policies. In the old days pretty nearly anybody, if he were a good talker and made an impression, could get a contract for his paper, whether it were published in the heart of Maoriland or wherever, regard-

less of the medium's worth or location. As already mentioned, the company had on its books contracts extending over half a century of continuous use with some papers.

On Sunday, September 3, the new campaign announcing the new article was started with full-page space in Philadelphia. On subsequent Sundays this copy has appeared or will appear in Baltimore, Washington and Richmond, and the campaign will thus work its way South. Smaller copy follows in all localities after the full pages. Later copy will feature the new formula.

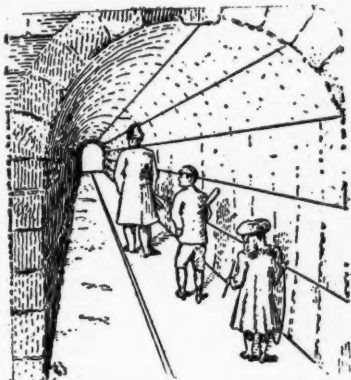
A week before the first copy appears a four-page announcement of the new product is mailed to the trade and every physician of that particular locality. This card includes a statement of the new formula and an invitation to visit the company's new laboratory. While it is being used in conjunction with the development of the advertising campaign, it will be mailed to every druggist and physician in the country.

Simultaneously the company has started advertising in South Africa, India, Canada, with the exception of the Maritime Provinces, and others of the British possessions, as well as China and Latin America. Trade-paper copy is being used, and it is planned later to advertise in Russia.

In all the campaigns colored-picture and nursery-rhyme books are being distributed to the trade in large quantities, published in the languages of the several countries. There is also a mother's book with some simple suggestions for caring for a child's health. Only one or two pages of these books are devoted to advertisement.

The campaign is aimed to re-stimulate a general acquaintance with the product's name, to announce the features of the new product, and generally to re-seed the old ground. It is not a problem of distribution that the concern faces, as the jobbers through which it distributes are active, or at least dormant, accounts.

"Traditional Impressions" often greatly resemble optical illusions. Close inspection, measurement, or analysis frequently disproves preconceived notions. **THE NEW ORLEANS ITEM** is New Orleans' biggest, keenest, most resultful newspaper **TODAY**. Our yesterdays may be interesting, our todays are vital.



*The figure of the policeman appears much taller than that of the girl. Measure them and you will find the opposite is true*

For nearly ten years under its present ownership, editorship, and management **THE NEW ORLEANS ITEM** steadily has been forging forward.

Alert, aggressive, unselfish, and far-seeing in the public's behalf, always with the courage of its convictions, **THE ITEM** has won a confidence, respect, and esteem that has naturally resulted in a material demonstration of appreciation in the way of a big and growing circulation and an unusual advertising patronage.

**THE NEW ORLEANS ITEM** is a thoroughly modern, comprehensive metropolitan newspaper—two cents daily—five cents Sunday—over 50,000 daily, over 70,000 Sunday, and over means over, with good measure.

**THE NEW ORLEANS ITEM** has no quarrel with those other

New Orleans newspapers it has outdistanced in circulation, advertising, and popularity. **NEW ORLEANS** is a big city, nearly 400,000 people. There is room for all. **THE ITEM** is proud of the first and foremost place it has fairly won.

**NEW ORLEANS** is alive as never before to its advantages: commerce, manufacture, agriculture.

Losing none of the charm for which it has been famed, **NEW ORLEANS** has been taking on a new quality of virility, has assumed a position among the thoroughly wide-awake cities of America, among the seaports of the world.

**NEW ORLEANS** has taken its "place in the sun," and **THE NEW ORLEANS ITEM** has—but modesty forbids. . . .

Member Audit Bureau of Circulations

JAMES M. THOMSON  
Publisher

ARTHUR G. NEWMYER  
Business Manager



**THE JOHN BUDD COMPANY**  
Advertising Representatives  
Burrell Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis

# The Facts in the Case of THE EVENING MAIL

vs.

## The Other Sixteen Papers of New York City

Which show that The Evening Mail's leadership in advertising volume among the evening class papers, which it maintained for many years, with few exceptions, is returning.

And which show that this return to leadership will have been accomplished because The Evening Mail has stood the test of the most critical trial ever given a newspaper in the city of New York.

And which show that the friends of The Evening Mail are loyal to its advertisers and that the enemies of The Evening Mail (and what decent, virile, stand-up-and-fight paper is without them?) recognize its value as an advertising medium.

And which, from the viewpoint of the publishers of The Evening Mail, show that the loyal and untiring efforts of the Advertising Department have been rewarded, first, by advertising in increasing volume, and, second, by the satisfaction of knowing from advertisers that The Evening Mail was "delivering the goods."

### This Is a History of the Situation

Figures from the Evening Post Statistical Department

In January of this year The Evening Mail carried 3.8% of all the advertising carried by all of New York's papers for January.

In August of this year The Evening Mail carried 5% of all the advertising in all the New York papers for August. In that same month one evening paper carried 5.4%, and another 5.2%.

The difference between The Evening Mail's percentage in January and its percentage of August tells the whole story of The Evening Mail's "come-

back." Behind those figures is a veritable romance of a fight made against the worst odds, but won because of one thing—The Evening Mail was a real newspaper, telling the news fearlessly, sticking to the truth, giving both sides of the war and both sides of every situation. The public accepted it.

A pennant fight or a horse race could not have had more thrills, and nothing could be more significant than these figures, showing how The Evening Mail "came through the field."

### Percentage of New York's Total Advertising Lineage Carried by Three of the Evening Class Papers: (First 8 Months of 1916)

|                | Mail. | 2nd. | 3rd. |              | Mail. | 2nd. | 3rd. |
|----------------|-------|------|------|--------------|-------|------|------|
| January .....  | 3.8   | 4.8  | 5.5  | May .....    | 4.5   | 5.4  | 5.4  |
| February ..... | 3.8   | 5.   | 5.3  | June .....   | 4.9   | 5.4  | 5.6  |
| March .....    | 4.4   | 5.4  | 6.2  | July .....   | 4.4   | 4.7  | 5.1  |
| April .....    | 4.1   | 5.2  | 5.3  | August ..... | 5.    | 5.2  | 5.4  |

While The Evening Mail was gaining the two papers in its own class, one paper dropped from 6.2% of the total volume in January to 5.3% in August, and another from 4.5% in January to 3.6% in August.

A morning paper carried 10.5% of the total volume in January and 10.1% in August, the loss being accounted for by five Sundays in January and but four in August. The point, however, is that The Evening Mail made a

gain unequalled by any New York paper. All advertising men remember the "bumper year" of 1913. In August of that year The Evening Mail carried 4.5% of the total volume carried in New York.

In 1914 it fell to 3.37%; in 1915 it carried 3.5%, and in August of this year it carried 5%, or 11% more of the total lineage of Greater New York than The Evening Mail carried in August, 1913.

### Some Figures Expressed in Lines

For the first four months of 1916 The Evening Mail was 106,631 lines behind its record of the same four months of last year.

In the four months from May 1 to

August 31 The Evening Mail gained 350,447 lines over the same period of 1915.

So that for the first eight months of this year it is ahead 243,816 lines over last year.

### Figures for the Past Four Months

#### TOTAL GAIN

(May 1 to Aug. 31)

First paper gained.....357,023 lines  
Evening Mail gained.....350,447 lines  
Third paper gained.....257,956 lines

#### LOCAL GAIN

(May 1 to Aug. 31)

Evening Mail gained.....251,570 lines  
Second paper gained.....161,520 lines  
Third paper gained.....129,080 lines

These figures indicate that The Evening Mail is destined shortly to lead again the papers of its own class.

One effect that it is hoped the new advertising will have will be to put a quietus on flagrant imitation—imitation that even copies the name. One of these pirates the company found to be operating in South Africa. He had even gone so far as to copy the label, not omitting the name. This particular product enjoyed considerable popularity among the Kaffirs for its heavy drug content. A representative of the Anglo-American Drug Co. tried to buy a bottle, but, as he was known to shopkeepers, was unable to procure one. He finally bribed a native to get a bottle for him, and analysis showed it to contain a heavy proportion of narcotics. As yet the company has not been able to locate the manufacturer, but it expects its new advertising will curtail or stop this sort of thing.

Here, then, is one old and famous proprietary remedy that has shown itself ready to meet the inevitable, and to seek to rise out of the ashes of the past. It is significant that it looks to advertising again to spread its message for present and future generations. Yet this, too, was inevitable, for how else could it scatter the news? It remains to be seen whether advertising under the new conditions will return it to its former position. At any rate, it is a campaign that will bear watching for interesting eventualities.

### P. P. Willis Joins Singleton-Hunting

P. P. Willis has left the Thompson-Carroll Company, Cleveland, of which he was vice-president and general manager, to become vice-president and manager of production of The Singleton-Hunting Company, of the same city.

### Leister Leaves Magazine Field

M. H. Leister, who has been associated with the Western office of *Cosmopolitan Magazine*, will become assistant advertising and sales manager of the Pompeian Manufacturing Company, Cleveland, about October 2nd.

H. F. Gordon has resigned as advertising manager of the Newport Rolling Mill Company, Newport, Ky., and allied interests, and will engage in the real-estate business.

### Clubs Unite to Get Speakers

A new organization of advertising clubs, to be known as the Federated Advertising Clubs of the Central States, was formed at a meeting held in Cincinnati on September 20, attended by representatives of clubs from a number of cities in the Middle West. The principal purpose of the Federation is to obtain for its member clubs, at relatively small expense, speakers on advertising subjects. Temporary officers chosen were C. S. Clark, of Cincinnati, president; Ben B. Geyer, Dayton, vice-president; and Joseph Schmidt, secretary and treasurer.

### Pineapple Packers Open Campaign

To further the popularity of canned pineapple, the Association of Hawaiian Pineapple Packers have opened what is said to be a \$30,000 campaign in women's and weekly magazines. In addition to this appropriation, an additional \$10,000, it is said, will be invested in grocery and baker trade-papers and direct literature. The association previously has featured sliced pineapple, but this year the campaign will emphasize the product in crushed and grated form.

### Advertiser's Name a Hindrance?

The Ghirardelli Chocolate Company, of San Francisco, is using street-car space in Pacific Coast cities in an endeavor to teach people how to pronounce the name of the firm, with an evident belief that sales are hindered because of the uncertainty that some customers have as to the somewhat unusual foreign word. The copy shows a large parrot, and a little girl is teaching the parrot to "Say Gear-ar-delly."

### Crystal White Laundry Soap to Extend Market

The Peet Brothers' Manufacturing Company of Kansas City is planning to start its first campaign of advertising in the October issues of a list of woman's magazines and weeklies. The product to be advertised is Peet's Crystal White Laundry Soap. The company has for years had distribution and sales in the Central and South West.

### Trade-paper's Philadelphia Representative

The *Shoe and Leather Reporter*, Boston, has appointed Samuel B. Koons Philadelphia manager. He has been acting in the same capacity for the W. R. C. Smith Company, Atlanta, Ga., and previously represented *La Hacienda*, of Buffalo, N. Y., in the Philadelphia field.

# Putting Speed into Pictures

How It Is that Certain Peculiarities of Line and Treatment Give Motion

By a Commercial Artist

ONE of the first men to secure a thoroughly adequate suggestion of great speed in an advertising illustration accomplished it by accident.

This Boston artist had been commissioned to make a dozen full-page trade-paper advertising pictures for a motorcycle account. The machine had been making records on certain Florida and Brighton tracks, and the advertising manager was a crank in this business of expressing action. He wanted a "Go!" to every motorcycle shown.

"Men and boys who buy motorcycles buy them with that idea firmly fixed in their minds," was

ACTION IS HERE GIVEN BY WHITE LINES  
ACROSS LETTERS AND, IN THE FIRST  
EXAMPLE, BY THE "BLURRED"  
APPEARANCE OF THE ARTIST'S  
WORK

his way of putting it, "a motorcycle was meant to eat up dust and burn the roads. Never show one of our machines inactive. I'd like to make that a standing rule."

Two or three attempts were the result of the initial effort. "Not enough speed" was the message brought back by the solicitor; "Mr. G. says he wants the motorcycles to be going at a swift clip. These look as if they were standing still, almost."

A third drawing was started on charcoal paper and in crayon. The Boston man drew his machine quite carefully; the track, the crowds, the starter and other essentials. But he was compelled to admit failure when the design was completed.

Accidentally, he brushed his arm across the surface of the paper. The soft crayon that had not been "fixed" smeared. The cloth of the artist's sleeve dragged the particles of crayon from where they had originally rested. But a most remarkable effect had been achieved. The blurring process, done so unscientifically, sent that motorcycle across the paper at sixty miles per hour! Dismay turned to satisfaction. The artist put a touch here and there, submitted the design as a sample of what the remainder of the series were to be, and pleased the factory folks immensely. And the funny part of it was that no one knew the inner facts of the case. The Boston man has since achieved the distinction of being the "Speed King." A highly successful and corpulently affluent automobile trade journal offered him \$8,000 a year to take charge of its service department.

The story of the blurred crayon drawing contains one of the secrets of "speed technique."

Infinite detail and intensive action do not go together.

To make a careful, silver-print line drawing of the Twentieth Century Limited and then sprinkle "speed lines" over it is not to get the most out of the design. The modern plan is far more thorough and legitimate.

Suppose we illustrate it with the simple diagram shown on page 60.

(A) A bicycle wheel.

(B) The same wheel, with "speed lines." A lazy method of arriving at the desired result. Under no circumstances would so much detail show. A certain amount of action is secured, but it is faulty and involved.

(C) Elimination of the spokes and rim detail. Circular lines, following the convolution of the rim, are used instead. Note that action is secured by this expedient, without use of speed lines.

## Do Your Salesmen Believe in Your Advertising?

**A**DVERTISING copy which reaches your dealers and your consumers must be good copy.

Advertising copy which does all that and **also** reaches your salesmen and your jobbers' salesmen and **sells them** on your product and your advertising — **that** copy must be **mighty** good.

For years we have recognized the salesman-problem in advertising. Our copy staff specializes on writing advertising campaigns that make the salesman **know** they are benefitted.

We don't want to preach to your salesmen; don't want to argue or explain to them; we don't want to waste **your time, their time or our time.**

If you are genuinely interested, we can refer you to prominent merchandizers who know the results of our work, especially in "selling the salesmen".

We will send to any Executive samples of three different styles of copy that have been written along lines set forth in this advertisement.

Arrange for a talk with us—in your office or ours.  
(Our office is better, for here you can see how we are handling the writing of copy and preparation of art.)

|                   |                  |                         |
|-------------------|------------------|-------------------------|
| WILLIAM H. RANKIN | WILBUR D. NESBIT | HERMAN A. GROTH         |
| President         | Vice-President   | Secretary and Treasurer |

**MAHIN ADVERTISING COMPANY**

104 South Michigan Avenue  
CHICAGO

Long Distance Telephone, Randolph 6600



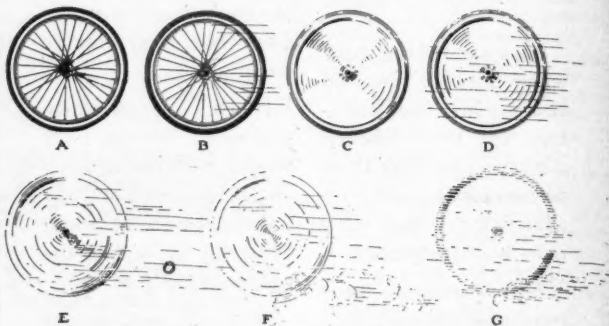
Shrewd use of small amount of shading. It follows the revolving wheel, in the direction taken by its lines.

(D) Here is shown the use of speed lines to accelerate motion and to intensify the forward play of the object. They constitute, in reality, a "trick of the trade." Without any particularly valid reason for being, since the human eye could in no wise see them, granting that the motion of the wheel caused "air currents," custom has admitted their pictorial advantage. If drawn very, very delicately, with a wavy, undulat-

ing of "arrested action." The exactness of these prints militate against their effectiveness. A horse, for example, snapped, while going over a hurdle, is perfect in every slight detail. Legs are shown in extremely clumsy positions, and poses, while reflecting the tense action of the effort, seem decidedly unnatural.

The snapshot that is not so perfect, the one that is blurred and indistinct, is far more satisfactory.

Note illustrations on page 65. Imperfect as to detailed photography, and with practically all sense of proportion distorted and



A BICYCLE WHEEL AT REST, AND PUT IN ACTION BY VARIOUS DEVICES OF THE ARTIST

ing line, they do suggest speed.

(E) More of the same and distributed for greater distance. Less of wheel shows, yet its presence is as definitely indicated. Increased speed the result.

(F) Showing how puffs of dust lend to naturalness of the motion.

(G) Example of drawing the object in parallel speed lines. General tendency of these lines is in same general direction. Pen and ink application of the "blurred" or photographic effect. Possible only in case of simple objects.

Some most extraordinary results are obtained via the camera route. The high-priced lens, timed down to fractions of fractions of seconds, is too perfect. Its magic eye stops and records motion so scientifically that it becomes a case

destroyed, the speed is there nevertheless. It requires no master of perception to see that an automobile is buzzing along at top pace and a motorcycle is out for fresh honors on the track.

One broad general rule can be taken for granted in the preparation of speed illustrations: detail is to be dispensed with and backgrounds held down. In photographic copy, it is customary to "blow down" scenery and all accessories of an unimportant character. If this is done with Chinese white, the air-brush should be moved parallel with the motion of your object, thus giving all lines in the picture a common tendency. Watch a swiftly moving object. If your gaze is really concentrated upon it, you see little else.

(Continued on page 65)



An Assay of Advertising  
Economics gives

## **Poster** **Advertising**

its proper percentage.

Any general or even local  
campaign in the adver-  
tising of a staple should  
duly allow for it.

---

Exclusive  
Poster Advertising  
Since 1899.

---

**American Poster Co., Inc.**

DONALD G. ROSS - President  
S. J. HAMILTON, Secy. and Treas.

110 W. 40th Street, New York City

PRINTERS' INK



Advertising Advertising

# Appetizing Advertising

THE naturalness of a food product reproduction like this is only possible in advertising where color effects have no limitations.

POSTER ADVERTISING is next best to showing the actual goods. Words may be discounted by the reader, but pictorial appeal is 100% effective.

This Armour poster is pretty nearly the last word in effectiveness.

*Write us for estimates.*

## Poster Advertising Association

1620 Steger Bldg.  
CHICAGO, ILL.

### OFFICIAL SOLICITORS

AMERICAN POSTER CO., Inc.  
GEORGE ENOS THROOP, Inc.  
C. R. ATCHISON

110 West 40th St., New York City  
8th Floor Tower Building, Chicago, Ill.  
Atlanta, Ga.

A. M. BRIGGS CO.

POSTER SELLING CO.

THE A. DE MONTLIZIN ADVERTISING CO.

IVAN B. NORDHEM CO.

722 Chestnut Street, St. Louis, Mo.  
1132 Union Trust Bldg., Cincinnati, O.  
Marbridge Building, New York; Pittsburgh; Chicago.  
Peoples Gas Building, Chicago, Ill.

PRINTERS' INK

AUGUSTA, MAINE

THE

OCTOBER 1916

# AMERICAN WOMAN



A successful saleswoman for the past 26 years—**THE AMERICAN WOMAN** can sell your wares in the prosperous homes of its 500,000 reader subscribers living in the communities where is located the greatest wealth and population of the United States.

**CIRCULATION 500,000 GUARANTEED**

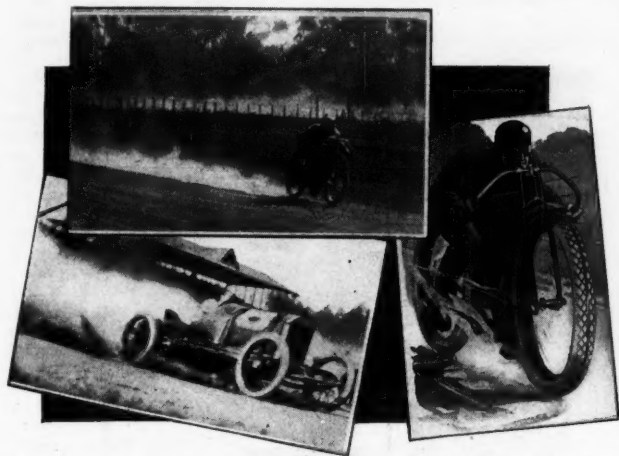
WESTERN ADVERTISING OFFICE  
W. H. McCURDY, *Manager*  
30 N. Dearborn Street, Chicago, Ill.

EASTERN ADVERTISING OFFICE  
WILLIAM F. HARING, *Manager*  
Flatiron Building, New York

The eye finds it quite out of the question to master both moving object and accessories of background. They become subordinated. This should be true of either photograph or drawing.

The magic effect of white lines, concentrated in their action, from right to left, is pretty clearly demonstrated in the words "Blue Streaks" illustrated on page 58. These lines, drawn across the surface of black letters, give the desired action, although they do not run over at any point and they

amazing pen gives expression to the airiest of tints and shades and modulated lines. Using one of the grafonola records, with its characteristic spiral markings as the basis of operations, an artist recently drew a series of designs with a 290 pen, in which all faces were formed by thickening of the record lines. In other words, the series of circular markings were so engineered as to fashion well-known musical stars. The designs, when held in a certain position, and moved slightly, gave the im-



BACKGROUND SUBORDINATED, DISTORTION OF MOVING OBJECT AND DETAIL DISPENSED WITH—ALL TO GIVE IMPRESSION OF SPEED

are confined entirely to the face of the letters.

With kindergarten frankness, we take the viewpoint that everything *in front* of a moving object is placid and unruffled, while everything *behind* it must necessarily be active because of the animated body. And so firmly is this idea fixed in the human mind that our pictures of action needs be patterned accordingly.

The pen and ink technique appears to give more opportunity to the artist, in creating speed, than any other medium, not excepting the photograph. A 290 Gillott is a very pliable, accommodating instrument and this

pression of revolving at a rapid rate of speed.

Crayon, on rough-surface paper, may be used for ingenious speed creations. Billows of smoke and dust and steam and attendant small particles come within the scope of this plastic medium.

A newspaper artist has conceived the odd scheme of pantographing his subjects—especially racing-cars—a trifle out of register, a trifle distorted, and then going over this outline with a dull crayon, laying in broad, flat masses of light and shade. His illustrations fairly leap from the page, and this bit of experimentation has lifted him out of a forty-

dollar job into one that pays three times as much. He is associated with a very large rubber manufacturing house, as a regular member of its advertising department, and puts ginger into trade-paper, house-organ, magazine and newspaper publicity. He is under contract not to make drawings for anyone else.

Another advertising department, operating from the factory, has been "trying out" men for eight months on the one subject of speed; how to get action and life and unusual animation into cars.



VARIOUS TRICKS OF THE ARTIST TO PUT OVER THE SPEED IDEA

Many drawings that will never be used have been made, both in wash and in pen and ink. The president of the company has conceived a great and abiding desire to see the cars in his advertising eternally on the go!

Borders, lettering and illustrations are all uniform as to characteristic speed lines. The campaign for six months will concentrate on that one thought and the visualization of it will be complete. The unique plan of tacking thirty or more drawings in their

original form on bulletin-boards and having them passed upon by a committee was one of the wise precautionary measures taken. What technique would be most advantageous? What treatment best pictured the speed idea?

A smiling factory engineer, connected with a meteor-like Detroit automobile industry, was the author of an inspirational memo that is now the very heart of a popular campaign. He wrote to men high in the organization:

"People want to move in a hurry these days. It is a speedy age. Power, power, and still more power, is all they talk. The number of cylinders and the ability to 'eat up the miles' is of deep consideration. Car owners start out with the idea that the speed mania will never get them. 'Never go over fifteen miles to the hour' is their warning. But in a few weeks they are reaching forty to the hour and then not satisfied. I think an advertising campaign based on speed—that is, conservative speed—would be an excellent idea—the power in a mechanism which makes it possible to get there and back, without stopping and going back into second, and all that sort

of thing. 'Eating dust' is by no means a popular American road sport. Get action into your pictures. Make them sing; show the cars buzzing right along. To my way of thinking, automobile advertising, as shown so far, does not give the exhilaration of motoring—does not adequately convey, pictorially, the thrill and the 'go' and the ecstasy of 'letting her out' on an open stretch of turnpike. The cars stand still, even when they are supposed to be on the move. Some artist will make a name

# ANALYSIS

Finding out who wants your product, why they want it, how to get it into their hands—that's a part of analysis. Few manufacturers do enough analyzing.

Analytical work that mines out valuable facts must be done by trained investigators. K V P D may dig out of your business some truths that will surprise you.



We recommend Evinrude Motors

**KLAU-VAN PIETERSOM-DUNLAP**  
I N C O R P O R A T E D  
ADVERTISING IN ITS ENTIRETY  
MANHATTAN BUILDING, MILWAUKEE, U. S. A.



## My knowledge of the *dealer* is what I have to sell.

I have a successful publishing business, but present conditions are such that personally I am working at about one-third normal capacity.

Scarcity of materials in the particular field in which I have worked has resulted in a situation that is intolerable to an active man.

I know the retail dealer.

I have worked with him and for him.

I know the way he buys and the way he sells.

I know what he needs and what he wants.

I know the dealer's point of view, because I have edited four publications with that point of view in mind.

I have used this knowledge in several hundred campaigns in trade distribution within the last ten years.

I believe that there are hundreds of other selling plans that would profit by a more intimate knowledge of the dealer.

For the next year, or while present conditions continue, I can devote part of my time to one or two concerns to whom my experience and the equipment of my organization for service in trade distribution will be valuable.

### F. K. ANDERSON

467 Broadway New York  
Publisher

**THE INDEPENDENT MERCHANT—**  
Devoted to popular-priced lines of General Merchandise.

**STORE EQUIPMENT—**The Merchant's Magazine of Method.

for himself who can let his illustrations into 'high' without detracting from the beauty and detail of the machine."

Certain advertising accounts depend absolutely upon the speed thought for their ultimate success. How best to show power, that is the central idea. Speed comes from power. The two are almost synonymous.

Makers of dynamos and carbureters and storage batteries have reached out in every direction for some method of expressing on paper, in a picture, that "git-up-and-git" spirit, which is as difficult to translate into definite lines as the very air we breathe.

In desperation, one has created a giant figure of a barbaric Hercules, with the light of a thousand speeds in his eyes. Another depends upon a heroic god, ever behind the car or the motorboat or the motorcycle, shunting it off with infallible celerity.

There is a trick in the bag of art stunts whereby speed is magnified. In the meanwhile, studios everywhere are fitting the puzzling mosaics together, over and over again, in an eager attempt to hit on all six cylinders.

### Kirk Taylor Will Manage Sales

Kirk Taylor, assistant manager of the New Era Spring & Specialty Company, of Detroit, has resigned to become sales and advertising manager of the Evapco Manufacturing Company. Mr. Taylor will also have charge of the advertising of the Jiffy Starter, now incorporated with the Evapco Company.

### Issues Shoe Stock-keeping System

The Bureau of Business Research of Harvard University has issued in booklet form a stock-keeping system for shoe retailers. Forms are provided for keeping records of sales and stock, and to guide the retailer in buying and in the general management of his business.

### A. J. Pickard Company Appoints Agent

The H. E. Lesan Advertising Agency is handling the advertising of A. J. Picard & Company, general distributors of the Genemotor, manufactured by the General Electric Company.



*"... on that morning the post brought news from our Richmond friend,—good news in the substantial form of packets of cigarettes of Virginia tobacco."*

It is like stepping back into a quieter, more courteous period, to dip into the aristocratic contents of a box of "good old Richmond Straight Cuts."

No other cigarette is quite like them. They have a subtle charm and quaint, old-time delicacy to be found only in their pure, "bright" Virginia tobacco.

You will find them just as appealing today as when the first ones were fashioned over two generations ago.

## RICHMOND STRAIGHT CUT

### Cigarettes

PLAIN or CORK TIP  
Fifteen cents

Also in attractive tins,  
50 for 40 cents; 100  
for 75 cents. Sent pre-  
paid if your dealer can-  
not supply you.



*Allen & Ginter*

RICHMOND, VIRGINIA, U.S.A.  
LUCKETT & MYERS TOBACCO CO. SUCCESSORS.

Preferred by Gentlemen Now as Then

# — A Radical Departure

In the Publishing Field

## The Illustrated Review

A Monthly Magazine Printed  
Entirely by the

**Rotary Gravure Process**

Selling for the Subscription Price of

# 10 Cents a Year

. A New Kind of Publication  
With a Universal Appeal

*—For the logic of it See Opposite Page*

(2nd Page—The Illustrated Review)

## The Logic of It

**P**ICTURES are a universal language and their interest is not confined to any age or sex. Pictures appeal to all—a publication showing the news of the world by photographic illustration, reproduced through the most wonderful process of modern printing—rotary gravure—and sold at a subscription price of ten cents a year will have a meteoric rise in circulation.

THE ILLUSTRATED REVIEW is a monthly magazine printed entirely by the rotary gravure process and selling for the subscription price of ten cents a year.

Selling a magazine at the price of ten cents a year is a new departure in the magazine field. The logic for this departure is based upon several facts.

Ordinarily the publisher spends a good part of the subscription price to secure the subscription itself, and when the subscription is secured he must meet the tremendous competition in his publishing field to hold the subscriber.

THE ILLUSTRATED REVIEW is printed entirely by the rotary gravure process, consequently the finest results can be secured for its illustrations on No. 1 news stock. This means economy in production.

To produce such a magazine as the ILLUSTRATED REVIEW successfully, a subscription list of at least one million is a basic requirement. The price of ten cents a year removes the usual subscription resistance. This price does not mean cheapness. No premiums, commissions or inducements other than the magazine itself are offered the subscriber. Subscriptions are taken with the agreement no change in address will be made unless ten cents additional is remitted; no letters will be answered unless ten cents is enclosed to cover the cost of a reply. The subscription price is for the magazine itself. All additional service is charged for.

From the subscription price to the printing the ILLUSTRATED REVIEW is unique and new to the publishing world. During the coming months it will be the most widely advertised publication in the country. The advertising charge is for the paid-in-advance subscribers only, based upon each 100,000 subscribers. Forms close the 5th of month preceding the issue.

*Advertising Department*

**The ILLUSTRATED REVIEW**

WOMAN'S NAT'L PUBLISHING CO.

ATASCADERO, CAL.

# Advertising vs. Circulation Income

## THE MODERN PRISCILLA

The comparison of advertising and circulation income for the years 1904 to 1915, inclusive, proves *Modern Priscilla* circulation has been built upon safe, sane and businesslike lines.

The statement of the Circulation Audit Committee of the Association of National Advertisers in Bulletin No. 452:

It is estimated that

|   |     |                  |     |
|---|-----|------------------|-----|
| In 1880 the income of pubs. from adv. was | 43% | from circulation | 57% |
| In 1910 " " " " "                         | 64% | " "              | 36% |
| In 1915 " " " " "                         | 75% | " "              | 25% |

was challenged by the publishers of *The Modern Priscilla*.

Investigation proves the advertising income was less than circulation income during ten of the last twelve years under the present management.

|      |                        |     |             |     |
|------|------------------------|-----|-------------|-----|
| 1904 | advertising income was | 39% | circulation | 61% |
| 1905 | " " "                  | 43% | " "         | 57% |
| 1906 | " " "                  | 36% | " "         | 64% |
| 1907 | " " "                  | 35% | " "         | 65% |
| 1908 | " " "                  | 40% | " "         | 60% |
| 1909 | " " "                  | 44% | " "         | 56% |
| 1910 | " " "                  | 58% | " "         | 42% |
| 1911 | " " "                  | 52% | " "         | 48% |
| 1912 | " " "                  | 45% | " "         | 55% |
| 1913 | " " "                  | 46% | " "         | 54% |
| 1914 | " " "                  | 39% | " "         | 61% |
| 1915 | " " "                  | 35% | " "         | 65% |

In the light of this information and comments made in the above-mentioned bulletin, with most of which we heartily agree, we are proud of this record.

Advertisers seeking "Quality Circulation" secure it in *The Modern Priscilla*, which is read with interested attention by more than half a million well-to-do American housewives.

## THE MODERN PRISCILLA

ARTHUR J. CROCKETT, Advertising Director, 85 Broad Street, Boston, Mass.

NEW YORK

M KRUGLER, 23-25 East 26th Street

CHICAGO

EARLE R. MAC AUSLAND, Peoples Gas Bldg

# Spares Words and Gets More Business by Mail

Man-to-man Sales Talk, Concise and Even Abrupt, Does the Trick in Pulling Dealer

"DID you say 'Vatti'? Yes, I know Vatti. He's the man whose letters always say something. I like to get his letters. No beating around the bush in his case. Comes direct to the point. He's a good business man. I like to deal with him."

The above appraisal of "Vatti" was volunteered by a jeweler in a small town who had just received a postal card from the Vatti Rosary Company of New York. The copy on this postal card follows:

Dear Sir:

We are under the market exactly \$5.10 a dozen for stamped 1/20 12k rosaries.

On page 7 of their catalogue the largest rosary makers in the U. S. quote: "Stamped 1/20 12k 18-inch, \$21 doz. less 5%."

Our price: Stamped 1/20 12k 19-inch, \$16.50 less 10%—that's the difference between high and low selling expense: \$5.10.

On page 6 they quote:

"Guaranteed 20-years, \$13.50 per doz. less 5%."

Our price (about the same goods) \$12 net.

Query: If their \$21 are 1/20 12k, how much gold do you think there is on their "guaranteed 20-years" at \$13.50; and how many months (not years) will they wear?

There's another difference. Our selling helps.

Moral: Sell to yourself; no expense.

VATTI ROSARY COMPANY  
106 Fulton Street New York

This plain postal card pulled a great deal of business in spite of its *apparent* defects; such as the fact that it was a postal card and not an embossed and crinkly letter-head, and the fact that it mentions competition. Both of these "defects" from the critic's point of view, however, become selling points from the jeweler's point of view.

It is an ordinary postal card with the foregoing message mimeographed on it. Usually when a plain postal card of this sort comes to the jeweler it contains a news message that the jeweler wants to read. He reads this one because any message that tells him

how to buy a staple item at several dollars a dozen under the market price is interesting. It appeals to one of his deepest personal desires—not to let his competitors buy identical goods for less than he pays; or to put it more positively, to own his goods at as low a cost as possible, and lower than the cost of his competitor, if possible.

Consequently, the information on this postal card, coming, as it did, after the jeweler had been told in previous correspondence about the selling plan of this house, struck a responsive chord in the jeweler's mind—harmonized with his feeling of self-interest—and caused him to buy rosaries from Vatti. Some of the messages that preceded this postal card follow. Note how each word carries a full load of selling responsibility.

## "HOW TO SELL MORE ROSARIES"

"One reason for selling few rosaries is small assortment. One customer wants one color and another another. No color is made that nobody wants.

"A color has two uses: (1) to sell; (2) for assortment. Better have one of a color whether it sells or not. Have all twelve colors of No. 2, the best selling style, and one or more colors of the other styles. No matter whether a color sells or not, it earns its cost as assortment."

That is the snappy down-to-business style of expression that the small-town merchant appreciates in these days of the high cost of doing business when he himself must keep down to business all the time.

"Boxes—Per dozen net: plush, \$2.40; brown alligator, \$1.50," etc. "All prices are without boxes. When boxes are 'free,' the cost to you is *hid* in the price of the goods; they are never free. We sell them separately."

"Hid in the price" is a stroke of genius of the sort that makes concise expression most effective. It stirs the reader's imagination, as does the following letter:

"P. J. McCarren of Paterson, N. J., took our advice much against his own will, and bought the \$19.31 assortment. 'Couldn't sell high-price goods.'

"He sold all six of the \$4 and \$5 styles and none of the \$2 and \$2.50.

"He didn't 'buy one when he sold one;' let his assortment run down. He said: 'You didn't send me enough of amethyst.'

"No, Pat, no one color is good and the rest of 'em bad; show 'em all; let 'em have a good choice. When you sell one, buy it again. You'd have sold 100 last fall, if you'd done that. Vatti."

The above messages were written by John E. Powers, the dean of effective copy-writers. They have been pulling good results for a period of several years and are still at work. An important cause of their success is the fact that each word counts heavily. To say something briefly and yet get the right tone into the expression is fine art in copy-writing. Directness and frankness of tone is important in this style which makes each word tell; for example:

#### "GUARANTY"

"Return any goods that are not satisfactory when received. This doesn't mean that goods are consigned; it means that you get satisfactory goods. We give you the means of success. You make the success yourself; no maker can make you succeed. We don't buy back the stock of an unsuccessful man when he finds he can't sell it. We guarantee the goods, not the town, not the store, not the man."

Or take the following letter:

Dear Sir:

This business is on the high plane of "Do as you would be done by"; there is no higher.

Our goods are from solid 10k gold down to electroplate. Our best rolled gold is 1/10 and 1/20 12k; and so stamped.

We want to sell to all who want honest goods; we don't want to sell to any who want false goods. Honest goods are stamped what they are; false

goods are tagged what they are not. You know and we know that some makers put 20-year tags on 5- and 10-year goods.

The air is now clear and the way is open.

(1) Our goods are stamped what they are; not tagged what they are not.

(2) We protect you from department-store and mail-order competition by selling exclusively to jewelers and religious-goods stores.

(3) We increase your rosary trade by supplying you with good advertising helps—see other side.

Yours truly—Vatti.

On the other side of this letter is the following summary:

#### TWO WAYS IN THE ROSARY BUSINESS

##### I

##### BUY OF A JOBBER

You get the rosaries; same as department stores and catalogue-houses; only you pay more for them.

You get competition with them.

You get reputation of selling department-store goods at jeweler prices.

All hindrance, no help.

##### II

##### BUY VATTI

[not open to jobbers' department stores and catalogue-houses]

You get better goods;

You get them for less;

You get protection on them;

You get the display easel;

You get the display easel cards;

You get the store cards;

You get the window cards;

You get the moving-picture slides;

You get the letters to priests;

You get the letters to families;

You get Little Mary, a tale;

You get newspaper advertisements;

You get other helps;

You get rain of ideas;

You get reputation.

The thought behind this kind of copy is always much greater than is apparent in reading it. Full advantage is taken of the jeweler's likes and dislikes, and this copy anticipates each important resistance. But its big feature is the great quantity of thought it conveys in a comparatively small amount of space. Few single-page letters, for instance, cover a long story as completely as does the following. This letter was exceptionally successful.

Dear Jeweler:

If Harry Yaseen's jewelry business is as good as his rosary business, he takes a good slice of the cake.

Small store; wrong end of Pittston, Pa.; one show-window; draws trade from all over town and near-by country. Sells more rosaries than all the rest of the town put together.

How does he do it? He don't; they do it. They like him, they like his store, they like his goods; they go out



**DETROIT**  
**CMGCO**

*Advertising*

*The advertising of*  
**The Sparks-Withington Co.**  
Manufacturers of  
**Sparton Safety Signals**  
*is now in charge*  
*of this agency*

**THE CARL M. GREEN CO.**

*Advertising Agents*

SALES DEVELOPMENT THROUGH ADVERTISING

**Detroit**

Free Press Building

# ANNOUNCEMENT by the Yale University Athletic Association



*Cover design in colors by J. C. Leyendecker*

**T**he Athletic Association's attention has been directed to solicitors, presuming to be from the Association, who are calling on advertisers soliciting business for programs of the different games played by the Yale Football Team. Similar complaints were received from advertisers last year about advertising secured by solicitors, which did not appear in the Official Program.

In view of these complaints, we beg to advise advertisers and other interested persons that the only Football Program published by the Yale University Athletic Association is that of the Harvard-Yale Game to be played at the Yale Bowl, New Haven, November 25th. These Programs will be sold directly in the Bowl.

Advertising for the Official Program is being solicited by under-graduates of Yale University under the direction of

**MR. VICTOR BARCAS**  
432 Fourth Avenue. New York City

of their way to buy there. All he does is to make 'em like him, and stock such goods as Vatti—you can't keep 'em away.

He began when we did; sold \$60 first year; \$150 to \$200 a year since.

All by being Harry Yaseen, by knowing what people want, and giving it to 'em.

We want such a man in every town—and Harry likes us! forgot to say that. What do you like?

The \$19.31 assortment is in his show-window all the year round, except when he's showing a customer how that dozen shows 240 others (\$678 worth) from \$2 up. It's a pretty sight; it's prettier yet when you see the 240 other rosaries with your merchant mind's eye. It's as good as a windowful!

He buys one when he sells one. There's never an empty hook; it's as easy as abc, with two or three extra.

How much we pay for appearances, and how little we think of realities!

Do we? Let's quit; let's study ourselves; are we the hindrance? We've been studying all our life long—that's only five years—ourselves and Harry Yaseen, without ever seeing him.

What do you think he'd do in our place? Tell us, Harry! What would you do?

Yours truly

VATTI ROSARY COMPANY.

E. C. Post, president of the Vatti Rosary Company, thinks that small-town merchants like brief letters; that is, they like to have the writer say a great deal in few words—if the right degree and kind of originality is used in the style of expression. He thinks that many letters say much less than they ought to say in proportion to their length on account of the writer's desire to be individualistic in what he says. Making each word tell and yet avoiding the usual mechanical methods of brevity is an important reason for the success of his selling literature—and his business has been built by means of this kind of literature alone—up from no business at all to a leader in his line within five years of time.

### W. S. Ensign Corporation a New Advertiser

The "Thermo-kup," a new product of the W. S. Ensign Corporation, New York, is to be advertised through the Carney & Kerr agency of the same city. It is a cup designed on the vacuum principle and may be used with either hot or cold dishes.

This agency has also secured the account of S. Raives & Co., New York, mail-order jewelry. Small-size space will be used in a list of magazines.

### Office Appliance Manufacturers Organize

For the purpose of creating and stimulating trade between the manufacturer and consumer, the National Association of Office Appliance Manufacturers was organized in Chicago last week. The association comprises about twenty makers of office equipment, all of whom are national advertisers.

The following officers were elected:

F. E. Van Buskirk, vice-president of the Remington Typewriter Company of New York, president; Frank H. Dodge, general sales manager of Burroughs Adding Machine Company of Detroit, vice-president; Wm. H. Vawter of the Baker-Vawter Company, Benton Harbor, Mich., secretary-treasurer.

Directors: H. K. Gilbert, assistant to president of the Oliver Typewriter Company; J. C. Nevins, general sales manager, Felt & Tarrant Mfg. Co. (Comptometer); C. H. Hunter, assistant general manager, Elliott Fisher Co.; W. K. Page, advertising manager, Addressograph Co.; F. E. Van Buskirk, vice-president Remington Typewriter Co.; Frank H. Dodge, general sales manager, Burroughs Adding Machine Co.

The following manufacturing concerns are charter members:

Felt & Tarrant Mfg. Co. (Comptometers); Oliver Typewriter Co., Burroughs Adding Machine Co., Kalamazoo Loose Leaf Binder Co., Baker-Vawter Co., Addressograph Co., Rapid Addressing Machine Co., Elliott Fisher Co., National Cash Register Co., Dictaphone Co., Remington Typewriter Co., American Multigraph Co., Library Bureau, Stromberg Electric Co., Tabulating Machine Co., Yawman & Erbe Mfg. Co., and Safe Cabinet Co.

The first convention of the association will be held in New York in October, 1917.

### Club's Co-operation in Advertising Course

The School of Commerce and Business Administration of Tulane University will open a course in advertising on October 2. The new course has the support of the Advertising Club of New Orleans, which has selected Arthur G. Newmyer, business manager of the New Orleans *Item*, as lecturer in charge of the course. He will be assisted by men prominently identified with advertising in the city. The course will be covered by twenty-five lectures.

### Ingold With Electric Equipment Company

Ernest Ingold, recently a member of the Jenner-Ingold Advertising Company, Los Angeles, has become associated with the Electric Equipment Company of that city, automobile electrician. The company is Pacific Coast service and factory representative for a number of starting, lighting and battery systems for automobile use.

# Exports—Imports

and a Word About

## Southern Purchasing Power

*The figures for the Southern Customs Districts for the eleven months ending May, 1916, were as follows:—*

|                   |               |
|-------------------|---------------|
| Imports . . . . . | \$159,303,867 |
| Exports . . . . . | 765,721,633   |

It will be noted that Southern Exports were 380% greater than Southern Imports. At the same time the Total Exports of all U. S. Customs Districts only exceeded the Total Imports by 98%. In fact, it is the South, with its tremendous surplus of Exports, that gives the U. S. a favorable balance in world trade.

It will be seen from the above that the

Members of the Southern

Customs Districts only exceeded the Total Imports by 98%. In fact, it is the South, with its tremendous surplus of Exports, that gives the U. S. a favorable balance in world trade.

It will be seen from the above that the value of Southern Exports for the past year exceeded the value of Southern Imports by the amount of **\$606,417,766**. This huge favorable balance derived from foreign trade is at the disposal of the Southern States for domestic purchases, giving the South a purchasing power through world commerce that is proportionately far in excess of the U. S. as a whole.

With cotton quoted at the highest price in years, diversification of crops in full operation, and industrial development at its highest pitch, the South is today in a condition of splendid prosperity that cannot fail to interest the merchandisers and advertisers of nationally distributed products.

Prepared by Massengale Advertising Agency, Atlanta, Ga.

# Members of the Southern Newspaper Publishers' Association

*The undersigned representative daily newspapers will be glad to furnish information relative to merchandising possibilities of specific commodities in their respective sections of the South.*

|  |  |
|--|--|
| <b>ALABAMA</b><br>Birmingham Age-Herald<br>Birmingham Ledger<br>Birmingham News<br>Gadsden Journal<br>Mobile Register<br>Montgomery Advertiser   | <b>NORTH CAROLINA</b><br>Asheville Citizen<br>Charlotte News<br>Charlotte Observer<br>Greensboro Daily News<br>Raleigh Times<br>Winston-Salem Twin City Daily Sentinel |
| <b>ARKANSAS</b><br>Little Rock Arkansas Democrat   | <b>SOUTH CAROLINA</b><br>Anderson Daily Mail<br>Charleston Evening Post<br>Columbia Record<br>Columbia State<br>Greenville News<br>Spartanburg Herald                  |
| <b>FLORIDA</b><br>Jacksonville Times Union<br>Tampa Times  | <b>TENNESSEE</b><br>Chattanooga News<br>Chattanooga Journal & Tribune<br>Knoxville Journal<br>Memphis Commercial Appeal<br>Memphis Banner<br>Nashville Tennessean      |
| <b>GEORGIA</b><br>Albany Herald<br>Atlanta Constitution<br>Atlanta Georgian-American<br>Atlanta Journal<br>Augusta Herald<br>Macon News<br>Macon Telegraph<br>Savannah Morning News<br>Waycross Journal-Herald | <b>TEXAS</b><br>Galveston News   |
| <b>KENTUCKY</b><br>Louisville Courier-Journal<br>Louisville Herald<br>Louisville Times   | <b>VIRGINIA</b><br>Lynchburg News  |

**A**N imaginative, but intensely practical organization.

Skilled in stimulating the disposition to buy by arousing good will.

'Guide, counselor and friend,' as a publisher expresses it, to such fine organizations as The Goodyear Tire & Rubber Company, the Cadillac, Dodge Brothers, the Hupmobile, Scripps-Booth, et al.



Mr. MacManus and his associates have served their clients by using the clerical equipment of other advertising agencies for several years. They have discarded all such affiliations. The organization remains intact. Its corporate title is THEODORE F. MacMANUS, Incorporated, and the Offices remain at 1410 Kresge Building. Detroit, Michigan

# Direction and Indirection in Advertising

Indirection and Vagueness Are Two Different Qualities, as Some Copy Shows

By Charles Austin Bates

WE talk a lot about "selling punch," but how many of us know what it is and what it is made of?

We hear much of psychology in advertising and of subtle suggestion in pictures and copy. But don't we fool ourselves a good deal about all of this? Aren't we likely to be so indirect, so occult, so adroit, that we feint beautifully and continuously, with never a knock-out in either hand?

The fancy boxer doesn't get many decisions over a real fighter—and that is about the difference between direction and indirection in advertising. That the object of all advertising is to sell goods is as axiomatic as that the shortest distance between two points is a straight line.

Advertising does not create a demand. It merely focuses an already existing desire. It vitalizes a dormant demand.

The Kuppenheimer kind of advertising seems to be indirect and suggestive because, as a rule, its words are few and frequently inane. But the direct punch is there, because young men evidently want to look like the pictures, though only they and God know why.

"The Skin You Love to Touch" is

subtly suggestive, but the rest of the ad is direct enough. It tells you how to make a lather and what to do with it, and what it will do to you. It appeals to the monkey trait of imitation that is strong in all humans. You want to try it to see if you can do it—and you can't try it without a cake of Woodbury's marvelous soap, which you can get at a drug-store, or by using the coupon, which is another trick you are tempted to try.

Recent Fatima cigarette copy is about as good as cigarette copy can be. Display, pictures and text are strong and so perfectly balanced that none detracts from the others. They combine the strong indirect suggestion of high quality with the direct invitation to buy.

The drawings of dignified, prosperous, extremely well-dressed business men are as good, if not better, than a personal testimonial. They say to you plainly that Fatimas are smoked by these men as a matter of choice and not of price. They also convey the thought that real business men may now smoke cigarettes openly and unafraid of adverse comment. The work is adroit but direct. It has the punch.

**Read This Amazing Book First!**

**—before you buy your New Heating Plant**

Get this FREE book. Get the advice of Expert Heating Engineers. Read how to save many dollars in cost and avoid the expense of a high-grade Heating Plant, how to test its durability before you invest your money. Learn how to reduce repairs and fuel cost and maintain an even, uniform heat throughout the building. Get full particulars about this most vital of all industries—Heating. You have your own money.

**Avoid a Close, Stuffy Home**

Medical authorities, Boards of Health and Government Heating Experts describe how heating the home affects and even causes headache, dizziness and respiratory trouble, as well as colds, bronchitis, hay fever, rheumatism and even tuberculosis.

And they tell of the one and only system that keeps the home with a continuous flow of fresh air, without the waste of fuel, heat, or the danger of carbon monoxide gas. This system is the only one that will keep the home with a continuous flow of fresh air, without the waste of fuel, heat, or the danger of carbon monoxide gas.

**Expert Engineers' Heating Plans FREE**

With this book you will receive a Specification Book setting you to the best advice and counsel of Expert Heating Engineers. They will design a Heating Plan to meet your individual requirements—a plan that will save you money.

**A Sign of Health**

Health is the absence of all disease. It is the state of the body when all the organs are in perfect health. It is the state of the body when all the organs are in perfect health. It is the state of the body when all the organs are in perfect health.

**National Warm Air Heating & Ventilating Association**

1000 PINE ST. PHILADELPHIA, PA. 19107

SEND NO MONEY NOW. WE WILL SEND YOU THE BOOK FREE. IF YOU WANT IT, WRITE TO US TODAY.



You will usually find that the copy which is definitely known to produce results is that which calls upon the reader to do something and do it now. It is dynamic—not static.

The mail-order man says: "Sign and mail the coupon right now while you think of it." The department store says: "This morning we shall place on sale two hundred Oriental rugs, prices reduced one-third. Come early to make sure you get yours."

And these are the advertisers who actually see their money come back. They don't guess—they know. The general advertiser for consumer-through-dealer business cannot do exactly this same thing, but he can apply the principle to his copy—he can put the same spirit into it.

He can make it direct, positive, aggressive and not passive, or indifferent.

You want the reader of your copy to take definite action and to take it now—not next week, or next year; and the way to get this result is to tell him exactly what you want him to do. Don't leave it to his intelligence or his imagination, for frequently he hasn't much of either. It is astonishing how thick-witted some pretty good people can be and still keep out from under the trolley-cars.

There is a distinct tendency in most of us to do as we are told. The reader of an advertisement is in a receptive mood—he has time on his hands, and as a rule his mind is in a passive state, ready to receive impressions—susceptible to positive influence. If this were not true he would not be reading the ad.

He is in the state of non-resistance so greatly desired by the professional hypnotist. And every advertiser is a hypnotist to the extent that he wishes his will to dominate and control that of his reader.

How many advertisements do you see in expensive space that even try to induce definite action by the reader? Most of them are mere publicity—which should be a by-product.

Here is the text from such a page:

#### RIGHT MAKES RIGHT

*Right* from the start—leading the way along the Quality course to the goal of maximum tire value at lowest possible cost. This has made the might of ——— success—a success without rival in rapid and consistent increase of sales and industrial prestige. Right in design; Right in materials; Right in workmanship; Right in service. Ride on ——— for luxurious comfort—insurance against delay or accident—the economy of Most Miles per Dollar.

With the signature in the original copy eliminated in two places, and the firm name in two places left out, you have a skeleton that can be used equally well for any one of a dozen different products. The words are perfectly good words, well strung together, but they have no more application to tires than to pianos or mince-meat. They give no information, no reasons-why and can carry no conviction. No effort is made to sell anything, or to induce action of any kind by the reader.

#### DEFINITE ACTION ENCOURAGED HERE

In contrast is the ad of the National Warm Air Heating Association, which starts with a command, proceeds with enthusiasm and is alive right to the finish. It makes a direct drive for business.

Of nine automobile ads, only two even indifferently invite inquiry. One says: "Write for catalogue"—in the smallest type in the page; another says: "Write for booklet, 'The Story of a Gallon of Gasoline.'"

Perhaps the makers do not want to be bothered with correspondence. Very many concerns in the automobile line are so prosperous that it is hard for the prospective purchaser to gain attention even in their salesrooms. But if they do not want to sell cars, why advertise? And if they do want to sell—why not make the advertising work up to fifty per cent of its possible efficiency?

I am far from believing that copy is the most important element in successful advertising, but surely clear, forceful, aggressive, reasonable copy, calling for ac-

# Nebraska Has the Money and Needs Your Goods

Eastern Advertising Agent, on Tour of Cornhusker State, Finds People Have Money and Willingness to Buy

**N**EBRASKA should serve splendidly as a try-out state for a new campaign, and the dealers secured there, because of the splendid physical and business conditions of the state, should be able to develop a thoroughly satisfactory business."

So stated John W. Desbecker, of the Redfield Advertising Agency, 34 West 33rd street, New York City, on his return from a tour of Nebraska, taken recently in company with a number of other eastern agents.

Mr. Desbecker and his companions visited Omaha, Fremont, West Point, Wisner, Pilger, Norfolk, Wayne, Columbus, Grand Island, Kearney, Hastings and Lincoln, covering a district half as large as entire New England. Asked by an advertising manager, "What kind of state is it?" he replied, in part:

"I could quote statistics to you and tell you truthfully that Nebraska's agricultural and livestock production is worth more annually than is the nation's production of coal, or, that Nebraska's grain crop is worth more than the world's production of tobacco and copper, but I shan't, because statistics don't stick and are too hard to comprehend.

"However, one fact is worth noting and that is Nebraska spends more for education than any other state. If you're intro-

ducing goods, this means something.

"The story of the mortgaged farm is passé—the mortgage has been paid off long ago. When most everyone you meet owns from 80 acres up, with land worth \$150.00 or so an acre, you don't wonder that automobiles are as thick as flies. The Nebraska hired man—no joke—owns a Ford.

"And the people are optimists. They are ready to buy what they want and have the money and the willingness to purchase good goods. It was, for instance, a surprise to me at first to see haberdashery shops in comparatively small towns featuring silk shirts at \$5.00; famous brands of shoes at from \$5.00 to \$9.00; well-known advertised lines of clothing at \$30.00 and \$40.00, etc. They have fine homes and this naturally means an open field for all manufacturers of household products.

"The Nebraskans are prosperous, educated, progressive people and they are making more money each year than the year before.

"If this doesn't make the very best kind of market in which to sell goods, what does?"

Nebraska's people are mostly engaged in agriculture or lines closely related to farming. A flatteringly large per cent own the homes in which they live; less than 2 per cent cannot read.

**Nebraska folks "have the money and the willingness to purchase good goods"; tell them about your products.**

*Newspapers which took the Eastern advertising men on a tour of Nebraska were:*

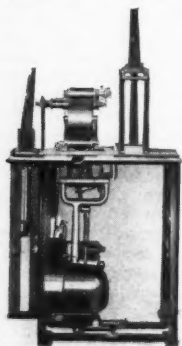
Omaha World-Herald, Omaha Bee, Twentieth Century Farmer, Omaha; Nebraska Farmer, Lincoln; Lincoln Daily Star; Norfolk Daily News; Omaha Daily Tribune (German), Hospodar, Omaha; Hastings Tribune; Fremont Tribune; Grand Island Independent; Kearney Times; Nebraska Farm Journal, Omaha; Nebraska City News; Columbus Telegram.

# ELLIOTT

## ADDRESSING MACHINES

are faster, surer, cleaner, simpler and more economical.

The ELLIOTT is the only addressing machine that "prints in sight."



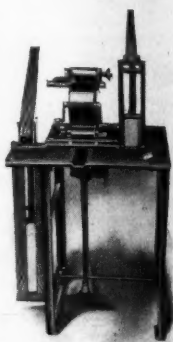
**The Electric Addressing Machine**  
Prints 4,000 addresses per hour. Price, \$185

Montgomery, Ward & Co. and Sears, Roebuck of Chicago both use Elliott Addressing Systems.

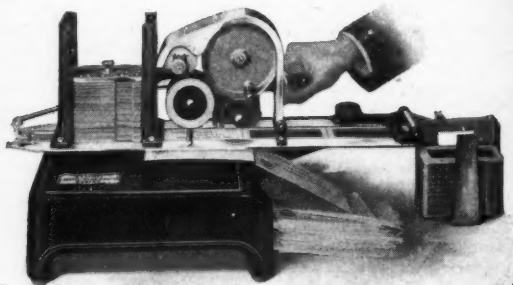
They are the biggest mail order concerns in the world and they know addressing machine values.

Elliott Addressing Machines are bought by men who know.

*Tear off and mail this advertisement to us for full particulars.*



**The Foot Addressing Machine**  
Prints 3,000 addresses per hour. Price, \$100



**The Hand Addressing Machine**  
Prints 1,500 addresses per hour. Price, \$40

**THE ELLIOTT ADDRESSING MACHINE CO.**

146 Albany Street, Cambridge, Mass.

tion, must multiply the selling power of the space—or must make less space equally effective.

Automobile engineers strive to extract all of the energy from each gallon of gasoline. The best engine is the one that delivers the most power from the least fuel.

Why should not advertising engineers emulate their example?

### South Bend Watch Company Will Use Colors

Four-color page advertisements will form the backbone of the magazine campaign of the South Bend Watch Company this season. There will be a few black-and-white advertisements and several rotogravure or sepia color pages as the campaign progresses, but the color advertisements will be far in the majority.

The "watch with the purple ribbon" will be emphasized in the copy by a band of purple ribbon running diagonally across the page.

### Burroughs Issues Publication to Bankers

The Burroughs Adding Machine Company has put out the first number of a monthly publication called the "Burroughs Clearing House," for circulation among bankers.

"The editorial section," says E. A. Walton of the Burroughs company, "is to be kept entirely free from advertising features—it will be handled just as though it were issued by a separate publishing company."

### National Biscuit Company Gains 30 Per Cent

Earnings of the National Biscuit Company for August showed an increase of 30 per cent over the corresponding month last year. They established a new high record, and the same is true of earnings for the year to date.

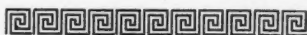
The gains in earnings were made with practically no increase in prices of the company's goods.

### John B. Norman In Farm- paper Field

John B. Norman has left the George Batten Company, New York, to become advertising director of Pierce's Farm Weeklies, Des Moines, Iowa. This is a new office in the Pierce organization.

### A Slogan to Think About

This is the striking comparison drawn by the Polk-Genung-Polk Company in its advertising: "The difference between a Polk System Silo and Eternity is that the Polk system silo has a beginning."



## EACH INDIVIDUAL COPY of "PUNCH"

is read by more individuals than read each individual copy of any other publication in the World.

This was the remark made to me by one of the most famous World-wide advertisers not long ago, an advertiser who uses full pages in "Punch," and many of them.

Read this over again carefully, and get the full significance of the remark.

But advertisers are charged for Net Sale only.

ROY V. SOMERVILLE  
Advertisement Manager "Punch"  
10 Bouverie Street  
London, E.C., England



## THE BREEDER'S GAZETTE

Established 1861 "The Farmer's Greatest Paper" 170¢ per Year  
 Sanders Publishing Co. 542 South Dearborn St.  
 CHICAGO, U. S. A.

THE GAZETTE goes to no farm home except upon invitation, and the solid, substantial folk whose names are found on its subscription list represent the **very cream of American rural citizenship.**

With absolute confidence we assert that The Gazette list holds the names of the **owners of more fine farms** than can be found in such conjunction elsewhere on either side the Atlantic.

You can reach them through the business columns of their favorite newspaper.

Regular mailings of The Breeder's Gazette for 1916 have been as follows:

|              | COPIES    |             | COPIES |
|--------------|-----------|-------------|--------|
| Jan. 6.....  | 92,049    | May 4.....  | 94,950 |
| 13.....      | 91,623    | 11.....     | 94,050 |
| 20.....      | 91,550    | 18.....     | 94,200 |
| 27.....      | 90,747    | 25.....     | 94,329 |
| Feb. 3.....  | 92,447    | June 1..... | 94,750 |
| 10.....      | 92,240    | 8.....      | 93,650 |
| 17.....      | 93,040    | 15.....     | 94,825 |
| 24.....      | 93,240    | 22.....     | 94,620 |
| March 2..... | 92,640    | 29.....     | 94,320 |
| 9.....       | 93,600    | July 6..... | 94,101 |
| 16.....      | 93,720    | 13.....     | 94,300 |
| 23.....      | 93,720    | 20.....     | 94,324 |
| 30.....      | 93,780    | 27.....     | 93,907 |
| April 6..... | 94,200    | Aug. 3..... | 94,689 |
| 13.....      | 94,400    | 10.....     | 94,260 |
| 20.....      | 94,650    | 17.....     | 94,650 |
| 27.....      | 94,680    |             |        |
| Total.....   | 3,092,311 |             |        |
| Average..... | 93,706    |             |        |

Less mailed to advertisers, agencies, agricultural schools, exchanges, etc..... 2,713

Total net paid..... 90,993

Sample copies not included in this statement.

## The Breeder's Gazette

542 South Dearborn Street

Chicago, Illinois

Member Audit Bureau of Circulations.



GEORGE W. HERBERT, Inc.,  
 Western Representative,  
 600 Advertising Bldg.,  
 CHICAGO, ILL.

WALLACE C. RICHARDSON, Inc.,  
 Eastern Representative,  
 381 Fourth Ave.,  
 NEW YORK CITY.

## Getting Individual Packages into Hotels

(Continued from page 10)

the same way. Certain manufacturers have conceded this; others still decline to countenance cutting out the retailer. What the outcome of this conflict of interests will be it is impossible to predict, but good guessers are willing to say that the retailer cannot much longer logically claim any right to such business. The same applies to hospitals, fraternity houses, asylums and other large buyers.

In these latter classes of institutions the features of sanitation and convenience in handling have been the most successful sales points in getting them to put in the individual sizes.

### PROBLEMS THAT HAVE DEVELOPED

In recent years there have been a number of milk famines and higher prices for milk as well as other necessities—another problem developed for the individual breakfast-food package. The restaurant man who sells an "individual" with milk or "half-and-half" has suddenly discovered that the serving is too large—too large for one, but not enough for two. "It takes too much milk," he says. Clever salesmen who worked in a large city where a splendid "individual" business had developed, and was now endangered, soon induced one large manufacturer to put up a size which is about one-half as large as the customary "individual." This idea was used by other manufacturers. However, it has not been found possible to make or sell these sizes for less than the regular "individual," and food dispensers do not seem to be so keen for the "half-size" as they thought they would be.

Several of the breakfast-food sales forces are now working out other angles of the "individual" business which is growing rapidly and has unquestionably made a permanent place for itself. One angle is to educate the stewards



*The New*  
**REPUBLIC**

announces the  
appointment  
*of*

**MR. WILLIAM BAYNE, 3<sup>rd</sup>**

FORMERLY OF VANITY FAIR

*as*

**Advertising Manager**


*and of*

**MR. JAMES A. RICE**

58 EAST WASHINGTON STREET  
CHICAGO

*as*

**Western Representative**



## COLOR

Today the problem is not whether color should be used in printed matter. It is *how* it shall be used. If color engraving were purely a mechanical process there would be very little need for the expensive staff of etchers maintained in the Beck plants. It is because intelligent reproduction of color is the work of an organization of artists that most of the large advertisers employ us to make all of their plates for magazines, posters and booklets—in two, three and four colors.



THE BECK ENGRAVING COMPANY

PHILADELPHIA

NEW YORK

# LYDDON AND HANFORD CO advertising

MAGAZINE NEWSPAPER  
TRADE OUTDOOR AND  
STREET CAR ▲ ▼ ▲ ▼

200 FIFTH AVE NEW YORK  
42 EAST AVE ROCHESTER  
BUFFALO ▼ SYRACUSE ▲ ELMIRA



and waiters properly to cut the packages just before they go on the table, and still not cut them so that the carton may be refilled out of a large package of any old food of similar kind and used again. This problem is a first cousin to that which it is sought to solve by the non-refillable bottle. Thus far the most satisfactory device that salesmen have been able to use is to have these little packages cut with a sharp knife right through the middle of the carton either across or down, about two-thirds of the way. This prevents the contents from spilling while being served, but once the carton is fully opened is usually in no condition ever to be used again.

One strong feature of the "individual" business is that advertised brands have found it a great boon in the constant fight that it is necessary to make against fly-by-night and nameless brands. It has made the advertisers feel more secure that their advertising appropriations will come home to roost where they belong and not in some "neighbor's" place.

As restaurants and lunchrooms of the better class are quite of one mind against having advertising signs, cards, cut-outs and other material of that kind placed in their establishments, but little progress has been made in that direction by the advertisers. Here is an opportunity for some bright advertising genius to solve a real problem. Of course, the display of the packages themselves, which is customary now in many restaurants, is of considerable consequence, but the best restaurants will do no more than to place the name of the product on the menus. Only a relatively small and insignificant number of all of the eating-houses "sport" menus, however, especially the popular "self-serves" and counter lunches.

Kellogg's Toasted Corn Flakes, Postum Cereal, Shredded Wheat, Karo and some other advertisers have distributed so-called "menu cards," usually lithographed and tastefully made up. Many mil-

## Jersey Cream with a Metropolitan Flavor

### THE NEW MEDIUM

Covering the  
Richest, Most  
Populous and  
Responsive ter-  
ritory in North-  
ern New Jersey  
and Southern  
New York States



Giving Unparal-  
leled Co-opera-  
tion to agents  
and clients

200 cities and towns reached in  
Suburban Zone, via

## Erie Railroad Car and Poster Advertising

The Best Car Advertising  
in New Jersey. It costs less  
and is the most effective

Over 560 steam-cars in the Suburban Zone—11 x 21 cards. Display of one-sheet posters in Cabins of 8 Ferry-boats—Erie Tube, Jersey City Station and ferry slips and slips at 23rd and Chambers St., N. Y.

One-sheet and three-sheet Posters on 200 stations in the Suburban Zone—and 300 additional, between NEW YORK and CHICAGO—all facing track. Painted R. R. Bulletin-Boards at choice, selected locations.

1. The Erie R. R. Suburban Service carries Summer and Winter the Greatest Number of daily commuters of any railroad entering New York.
2. Gives each prospective consumer 35 to 45 minutes to ride and to read.
3. Taps the richest and most populous sections of New Jersey and the southern tier of New York State.
4. Costs less than any other car advertising and covers the territory better and for less money than any other medium known.
5. Helps you with unparalleled co-operation.

After careful analysis of our proposition the country's leading advertising staffs have contracted for more than two-thirds our space for the next ten years!

For Rates, Maps and Full  
Particulars, Address

**GEO. W. ROEBLING**  
50 Church Street New York  
Telephone 8480 Cortland

## ALL ABOARD!

**MYRON TOWNSEND**  
wrote this ad after ten days  
in London Town

It's a pleasure, old top,  
to pen words of apprecia-  
tion of

## London Opinion

*The Witty Weekly*

The Tonic effects of  
this enticingly interesting  
publication defy descrip-  
tion. L. O.'s wit and hu-  
mor, the intensely human  
touch to its spicy contents  
make men laugh and  
think.

Results from L. O.'s  
guaranteed advertise-  
ments make advertisers  
smile.

English people love  
L. O.'s bright outlook.  
They believe in its adver-  
tisers. Let it help you  
conquer the British Mar-  
ket.

Now Is The Time To  
Address

*John Stark*

Advertisement Manager

**LONDON OPINION**  
67 & 68, Chandos St., London, W. C.

lions of these cards have been passed out, lately with a bit more of conservatism than when this idea was first put into use. The plan provided thousands of small restaurants, and some of the larger ones, with their first menus. Miniature signs and cut-outs are also being placed in increasing numbers. Only rather high-priced material has been offered, and the expense alone has restricted the quantity distributed. In some instances menu cards have been used as in the nature of an inducement for eating-houses to put in "individuals."

The marked growth of the drug-store and fountain-luncheon business has been a development of more than ordinary interest to advertisers who manufacture individual sizes. It may be said that in these kitchenless institutions of foods, the "individual" has been especially highly prized.

### Y. M. C. A. Announces Advertising Course

The course in advertising given by the 23d Street Y. M. C. A. in New York will enter upon its twelfth year October 11th. One lecture will be given each Wednesday evening for twenty-five weeks, the instructors being F. L. Blanchard and H. W. Doremus.

Among the lecturers announced for the coming season are: Richard H. Waldo, of the New York *Tribune*; Don C. Seitz, of the New York *World*; Arthur Freeman, advertising manager of Gimbel Bros.; W. H. Ukers, publisher of the *Tea and Coffee Trade Journal*; Harry Tipper, president of the Advertising Club of New York; John Lee Mahin; A. C. Pearson, of the *Dry Goods Economist*; Ingalls Kimball, of the Corman-Cheltenham Agency; George Welp, of *Metropolitan Magazine*; Arthur Wiener, of the International Art Service; L. E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World; Henry Wilson, of *Cosmopolitan Magazine*; W. R. Hotchkiss; E. H. Schultze; H. E. Cleland, of the McGraw Publishing Company, and Professor James Melvin Lee, of New York University.

### Advertising Company Organ- ized in Indianapolis

B. J. Bigelow, until recently advertising manager of the Stenotype Company, and A. C. Waggoner, circulation and advertising manager of the Stenotype Press, have organized the Bigelow-Waggoner Company in Indianapolis to conduct an advertising service.

# ACT I

*Scene:* Your office.

*Time:* Any morning.

You turn in your chair and ask:

"Miss Blank, who is the Advertising Manager for Vacuum Oil Co? Does he control their appropriation? What months do they make their contracts and what Agency do they use?"

THE ANSWER IS IN THE

## Standard Register of National Advertising

IT IS ACCURATE, TOO.

MINERS BANK BUILDING, WILKES-BARRE, PA.  
10 EAST 43rd ST. Tel. Murray Hill 496 NEW YORK CITY



"TAKE A PAGE AT \$5,000"—  
"But SAVE \$2.00 on Engravings"

You probably never used that exact language, but wasn't that just about what you did?

The part your Engravings play in developing "pulling" power in an Adv. depends on how well they print. We make every plate, with the press and printing limitations in mind, to get the best possible results.

And our delivery promises are reliable—Do you get the full significance of that?

Established 1889

**GATCHEL & MANNING**

DESIGNERS AND  
**PHOTO-ENGRAVERS**

IN ONE OR MORE COLORS  
Opposite Old Independence Hall  
**PHILADELPHIA**



**T**HIS is to announce that we  
have been awarded the adver-  
tising of the

PARAMOUNT PICTURES  
CORPORATION

*in which is included the advertising  
of the following*

FAMOUS PLAYERS  
FILM COMPANY

JESSE L. LASKY  
FEATURE PLAY COMPANY

OLIVER MOROSCO  
PHOTO-PLAY COMPANY

PALLAS PICTURES

PHILIP GOODMAN COMPANY  
1261 BROADWAY NEW YORK

# How Price-maintenance Combats the Trends of a High-price Era

The Greatest Need Is a Discussion in Elementary Terms

By Eldridge Reeves Johnson

President, Victor Talking Machine Company

THE ill-chosen title, "Price Maintenance," has done the cause of "Fair Trading" a little more harm to date than the total of all effort has accomplished in the matter of educating the public to the fact that the standardization of prices in any one line of articles bearing the same maker's name, is a sound, honest, worthy business policy and not an insidious method of raising and maintaining prices unduly high. A far better title would be "The Standardization of Fair Prices."

From the "Code of Hammurabbi"<sup>1</sup> to the Sherman law, legislators have been trying to produce laws for the satisfactory regulation of trade, but it is a bit discouraging when we learn that while there are over 50,000 such laws in active operation in the United States, with many more to come, we are no nearer success than was this old Babylonian king with his wonderful Code of over 4,000 years ago.

It is an interesting fact that the oldest trade agreement which authentic history records was made in the reign of Hammurabbi between the patriarch Abram and his kinsman Lot. They found that their enterprises were interfering, and they divided certain pasture-lands between them, thus establishing the following co-operative agreement:

"And Abram said unto Lot, 'let there be no strife, I pray thee, between me and thee and between my herdmen and thy herdmen for we be brethren. Is not the whole land before thee? separate thyself, I pray thee, from me: if thou wilt take the left hand, then I will go to the right, or if thou depart to the right hand, then I will go to the left.'" Gen. xiii, 8-9.

<sup>1</sup> Hammurabbi — Hammurabbi, the Amraphel of the Old Testament.

Could anything have been more fair, sensible or practical? Can we afford to abandon this old policy of fair play? It is not recorded that Hammurabbi objected or that the price of mutton was put up, but Abram and Lot could have been called to account under some interpretations of the Sherman law.

## CO-OPERATION ESSENTIAL

No lasting peace in any industry is possible when co-operation is frowned upon as a conspiracy and manufacturers are compelled to fight it out along destructive lines. The ultimate winner (generally the one with the greatest resources), who in the fight reduces or eliminates competition, may eventually find himself charged with maintaining a monopoly.

The Sherman law was put upon the statute-books a quarter of a century ago, just about the time the United States of America emerged from a purely agricultural country and entered upon its boundless industrial career. Mr. Roosevelt used the law as a curb to the monopolistic enterprises of a certain class of business men with unsound business ideas. It is evident that Mr. Roosevelt never thought the law perfect and, no doubt, intended to secure intelligent amendments, but misdirected public opinion took the matter out of his hands, and general business has suffered confusion never dreamed of by Roosevelt or the framers of the Sherman law.

Matters are on the mend, but very slowly. Opposition to intelligent interpretation of the Sherman law is very great. Something like consternation prevailed among that clamorous class of people who believe that nothing is too un-



and decisions that are so framed as to deprive trade of all the benefits of co-operation, to strengthen the grip of price-cutters and sweating practices, that have the effect of increasing the cost of production and forcing down the compensation to both labor and capital, are still urged by a misguided but powerful class of legislators, both national and State. Of course, the real trouble is the lack of public understanding and support in fair trading, and this difficulty can only yield to constant effort in the matter of analyzing and explaining the truth to the public.

Every business man should study John Stuart Mill or Adam Smith, and subscribe to several responsible publications which are devoted to Business and Finance, Social and Political Economy, in addition to the regular magazines and newspapers. Business men, as a rule, neglect all educational reading on the subjects of Business and Political Economy. A membership in the United States Chamber of Commerce will also be useful in the matter of keeping well informed on what Congress is doing. Industry and thrift are in grave danger in the United States of America. Write a short article for a trade-paper once in a while on the benefits of the standardization of prices, fair trading, business regulation, taxes, etc. Every honest and intelligent article helps quite a little. The present social and industrial problems can all be worked out with fairness to all.

#### PRICES AND THE COST OF LIVING

Scientific treatises can do little good; the general public is still in its A, B, C's. Of course, many understand the meaning of price-maintenance, but many still believe that the policy of price-maintenance or standardization of prices is a subtle conspiracy to force them to pay the highest possible price for articles sold under such a system. It would seem that the present prices of general commodities would prove the absurdity of such opinions, and it would also seem that the present

## The Syracuse Situation

### CIRCULATION— During August

POST-STANDARD. 55,261  
Second Paper. . . . . 44,884  
Third Paper. . . . . 34,847

### Not only has the Post-Standard

a larger circulation, but (as in the past) for the first eight months of 1916 we carried a larger volume of advertising than any other Syracuse paper.

The **Post-Standard** delivers to the homes in Syracuse through its own carrier service. Results have proven that this is the circulation that pays the advertiser.

*Lane Bloor* Inc.

New York Chicago Boston Detroit



# PITCHERS and PRINTERS

**"Star" pitchers and printers are well worth their price.**

**Their "delivery" shows in the score.**

**When you can "sign" Quadri-Color—with their 12-year "rep" for putting PERFECT work across the plate—why scout the bush for recruits?**



**Quadri-Color Co.**

**Color Printers and Engravers.]**

**306 East 23d Street, N. Y.**

time is the time above all others to point out to the public that, while this is a period of the highest prices ever known, especially in the standard lines of necessities, the articles marketed under so-called price-maintenance systems, which are seldom necessities, can still be largely obtained at the regular advertised price of the last ten years.

It is also evident that in the few cases where prices have been raised on articles that are sold under a system of price-maintenance, the increase has been forced by an increase in prices of raw materials that are not sold under the so-called price-maintenance policies; in other words, in the lines of goods where the standardization of prices has been achieved, the prices have not risen, but in many other lines that are not regulated by this policy prices have risen to the highest point ever known. Labor, lumber, iron, brass, copper, leather, shellac, have all increased tremendously, but talking machines, automobiles, watches, cameras, etc., are marketed for the same or even lower prices.

#### ABSORBING ADDED COSTS

It did not seem possible two years ago that all these increasing costs could be absorbed in economies, and it has been accomplished largely by increasing turnovers and by improved machinery for manufacturing. This shows how hard concerns who advertise and maintain a standard retail price will fight the dreaded necessity of raising prices. Their regular price is a part of their good will and a change courts disaster unless the change is downward. The effort has been exhaustingly expensive, however, and the future, if it returns a reduced volume of trade, will present a new set of problems harder still to meet. This is proof that the standardization and consistent advertising of prices makes steady and reasonable prices, and that unregulated prices permit violent fluctuations, either too high or too low, with accompanying

public inconvenience and industrial losses.

The proper retail prices should be ascertained and fixed at a certain proportion to the cost of production, and no one but the manufacturer is in a position to ascertain these costs. When prices are too high, the public suffers, but the prosperous public do most of the complaining. When prices are too low, many more suffer, and the poor suffer most because of the curses of lack of employment; namely, hunger, cold, disease and crime.

The Clayton Act, although weak and imperfect in many particulars, is very encouraging in the line of future developments. This law and the proposed Webb Export Bill mark a sharp and favorable turn in the drift of business legislation. The Webb Export Bill is unquestionably good so far as it goes, and certainly the public will soon reach the unavoidable conclusion that, if trade agreements benefit foreign trade, the same kind of co-operation must benefit domestic trade, as foreign trade and domestic trade are identical in their fundamental principles.

#### AUTOMOBILE BUSINESS AS AN EXAMPLE

The automobile business is the best line in which to study modern business tendencies. Because of its unusual rapid development and its youthfulness, it is bound down by no customs or traditions; it has burst forth in less than half a generation from an atom to a giant in the full vigor of youth.

On account of the circumstances of trade, the automobile manufacturers can always control the retail prices of their individual product, but the prices of automobiles, which were very high indeed at first, have not been maintained high, although they have been maintained to a standard fixed by each maker independently.

No reasonable complaint can be made either in the price of automobiles, the wages paid or work-

## Announcement Extraordinary!

### THE NEWEST MEDIUM

Covering the  
HEART OF NEW  
ENGLAND, embracing the states  
of New York,  
Connecticut,  
Rhode Island and  
Massachusetts.



Gives unparalleled co-operation to Agents and Clients.

Reaching over 800 cities and towns via

**New York, New Haven &  
Hartford R. R. and Central  
New England Railway**

## CAR and POSTER ADVERTISING

A tremendous circulation, carrying the greatest number of passengers of any Railroad.

*Recognised Advertising Agents Protected.*

A small part of your client's advertising appropriation will concentrate here to a rich and densely populated territory of Wealth and Virility and show big returns for a modest investment.

Only advertising articles of known merit and dependable character accepted.

### CONTRACTS ARE NOW BEING ARRANGED

Cars operated in the Suburban Zones out of New York, Boston and Providence, etc., displaying standard size car cards 11 x 21", 11 x 42", 22 x 21" and 16 x 48" over the doors, also

One-sheet and three-sheet posters artistically displayed outside facing track on over 800 stations in New York, Connecticut, Rhode Island and Massachusetts, and

Painted Railroad Bulletin Boards at choice selected locations.

The N. Y., N. H. & H. Railroad and the Central New England Railway tap the richest and most populous sections throughout all of Southern New England.

This Car and Poster Advertising costs less and covers territory better than any other advertising medium under the sun!

For Rates and FULL PARTICULARS address

**GEO. W. ROEBLING, Inc.**  
50 Church St., New York  
Telephone 8480 Cortland

## ALL ABOARD!!!

## A \$40,000 Follow-Up Plan

The concern is a national advertiser. Three years had been spent in trying to make the business profitable. But each year's losses grew bigger.

Then a member of this organization was summoned for advice. He spent one whole month in preliminary analysis. Then the selling plan was altered. And a new series of follow-up letters was prepared.

Three months later the company's books showed slightly over 51% increase in value of advertising replies. This meant better than \$40,000 added revenue on last year's business alone.

If you think our analytical kind of advertising service might be of value to you, write for further facts.

**Turner Advertising Company**  
608 S. Dearborn Street, Chicago

"Nothing Succeeds Like Service"

123

## AMERICAN MOTORIST

Largest Circulation  
in Motoring Field

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State of the Union. You reach actual car owners and dealers who can afford those good things in life that are out of reach of the average citizen. Its large circulation of

**60,000**

has been secured because it contains interesting data to the man who rides and drives. Its touring stories, maps and touring routes are understandable and authentic. 98% paid-in-advance subscription—100% mail subscription—no newsstand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

Main Office  
Riggs Bldg. Washington, D. C.  
Member of Audit Bureau of  
Circulations

ing conditions in automobile factories. The public gets the automobile that it is willing or able to pay for. Some are high-priced and some are astonishingly low-priced. Most of them are worth all that is charged and are astonishingly efficient.

The fact is that the general condition of the automobile business from the standpoint of public worthiness is decidedly better as a whole than any other line, and this fact would seem to be an unanswerable argument against the theory that a price which is maintained to a standard fixed by the manufacturer has the effect of maintaining prices unduly high.

The wonderful Ford enterprise pays the highest wages and sells its cars for the lowest prices, but this would be impossible were the company not able to maintain a standard price among its distributing agencies. If the Ford Company could not control its agents, there would soon be developed an internal price war that would most certainly destroy the efficiency of the organization and the economy of production.

### TRADE REGULATION A PROBLEM

The matter of trade regulation in general is a real problem; in its present form it is new in some particulars, and a satisfactory solution is a much more urgent necessity than ever before.

It would seem that we now have sufficient experience to enable us to devise an entirely new set of laws that would take the place of the more than 50,000 Federal and State laws which are causing so much confusion to the business world by their use as a basis for intolerable persecution. Certainly such an undertaking is worthy of a special commission composed of the greatest thinkers and practical business minds of the world.

### Katz Represents Huntington "Advertiser"

The Huntington, W. Va., *Advertiser*, will be represented in the future both in the East and West by the E. Katz Special Advertising Agency.

114 WILLIAM STREET  
NEW YORK

*The New York Quinine  
and Chemical Works, Ltd.,  
announces the election of  
THEODORE R. L. LOUD  
as Vice-President with the  
position of General Manager*

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## On The Lookout

A man of 40; with 20 years of practical newspaper experience; who has risen to the management of a paper of 75,000 circulation; and has proven he can earn a good living either in newspaper work or outside.

He wants a job where he can stay put and have a home; which he can hold without losing a decent man's self-respect; preferably as editor to the business management of the owner; either at the salary he earns or with a chance to earn a reasonable holding as the paper grows.

Two or three times he has lost the kind of a job he wants because owners have hesitated to offer him anything less than the editorship of the London Times or the Saturday Evening Post.

If you need such a man give him the chance to meet you face to face.

**"B. C.," Box 127  
Care Printers' Ink**

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## Advance In Rates

Beginning with issue of February, 1917, our advertising rates will be advanced from 35c. a line to 45c. a line. New rate cards, circulation statements and complete information about our subscribers and territory gladly furnished.

## Southern Woman's Magazine

ROBT. L. BURCH, Publisher,  
Nashville, Tenn.

Member of Audit Bureau of Circulations.

EASTERN OFFICE: Flatiron Bldg., New York City, LEE & WILLIAMSON, Managers, Telephone, Gramercy 976.

WESTERN OFFICE: 229 Peoples Gas Bldg., Chicago, Ill.; COLE & FREER, Managers, Telephone, Harrison 2785.

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## Encouraging Complaints

One Advertiser Who Thinks This Is the Best Policy to Follow in Order to Develop Good Will to the Maximum—Hundreds of Letters a Week Received from Consumers as Well as the Trade

By F. N. Barbour

Of the Johnson Educator Food Company, Boston, Mass.

THE editorial in the August 24th issue of PRINTERS' INK on "Intelligent Handling of Complaints" should be read by all advertisers who would get the most out of their expenditures.

If the customer who kicks is not turned into an asset he continues to be a traveling liability, which, like the snowball, grows with time. We not only go the limit in satisfying disgruntled dealer-customers, but consider it a great favor to receive comments, suggestions and complaints from consumers of Educator Crackers everywhere.

For nearly a year now we have been acknowledging all mail orders from dealers all over the country, repeating their order in our letter in detail, and giving them some reason why they should get behind the Educator account and keep the goods up front, and make the line one of mutual profit and satisfaction.

We have told the dealer how much better it is for both him and us to make every order large enough so that it would come within our prepaid shipment policy—whenever he wanted anything in the Educator line to go over his stock of crackers, cereals and food specialties so that it could all come along together, and thus save him the added expense of paying charges on half a dozen of this or a dozen of that.

Another point we have called to his attention is the fact that "Educator Products bring the best class of trade into your shop—and since the customers are sure to come back for more, you will see Educators are ready repeaters and mean an increased business."

Here are two more:

"Enclosed you will find one of our latest booklets—if you already have one, kindly pass this out over your counter or drop it into an envelope going to one of your trade—it will make a new Educator customer for you."

"Here's a summertime suggestion—Educator Crackers are restored to their natural crispness during these summer days by reheating in the oven—leaving the door open—and allow to cool. Please pass this along to your cracker department—it will mean more Educator sales."

These good-will letters not only keep us close to the dealer, but whenever any matters of complaint or adjustment are called for, the mental impression of Educator Crackers is a pleasant one.

#### TACTFUL REPLIES TO CONSUMER'S COMPLAINTS

And this work is not confined to the dealers. If a consumer anywhere between the Atlantic and the Pacific has received a tin of Educator Crackers or a package of Educator Bran that is not absolutely fresh, we invite her to tell us about it, and we lose no time in getting into her hands a fresh package and telling her that our products are sold to both wholesale and retail dealers, consequently it is not always possible for us to know all the details of their distribution. And we lose no time in getting in touch with the dealer from whom she made her purchase and straightening out his stock.

Only this morning we received a letter from a lady in Brooklyn who had requested us to send her a sample of one of the Educator products. We told her that we had no sample packages, but had sent her a regular one and enclosed an invoice for which she could send us stamps if it proved satisfactory. Although we had made it optional with her as to what she should do, she paid for the package, but said it was not what she wanted and she did not think we had done the right thing in trying to sell her something when she only wished a sample.

It is said of

## GEORGE BERNARD SHAW

that the sight of suffering and injustice drives him mad and then he runs amuck, slashing right and left, without much regard to whom he hits and no regard at all to who hits him.

IN SEPTEMBER

## PHYSICAL CULTURE

Mr. Shaw writes on "The Folly of Vivisection." It is Shaw at his best.

New York Office: Flatiron Building

O. J. ELDER, Manager

Chicago Office: Peoples Gas Building

W. J. MACDONALD, Manager

Member of Audit Bureau of Circulations



## You Can Use Those Movie Films

And if you haven't a film we'll have one made for you. Here is a machine that automatically projects motion pictures.

And it works in daylight in show windows!

This machine is an unusual dealer help. Put it to work in windows, offices or store aisles.

**W. H. STAVENHAGEN CO., Inc.**  
331 FOURTH AVE., NEW YORK

Telephone, 6420 Madison Square

**NEW ENGLAND**—a testing ground for advertisers to prove the soundness of their sales plan and the efficiency of their copy.

Mark you, it is not the first sale that tells what the sales possibilities of a product are, but the repeats.

The trial campaign should be made in New England for the people are quick to appreciate good things, and have well filled purses that open for anything they desire.

Concentrate your advertising in New England. It is the logical place to start, easy to cover by a sales force, has receptive dealers and good home daily newspapers to carry your message.

## “The Dealers’ Influence Is Usually on the Side of the Local Mediums!”

Sales managers know the first question asked is—“Are you going to use the home daily newspaper, and how much space are you going to use?”

The retailer knows from long experience that the greatest of all mediums for them are the

## Home Daily Newspapers

If all New England is too big for a start, these 12 will show that the dealers are right.

### **HARTFORD, CT., COURANT**

Daily Circulation 16,800  
Population 98,915, with suburbs 125,000

### **NEW HAVEN, CT., REGISTER**

Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

### **MERIDEN, CT., RECORD**

Daily Circulation 5,963  
Population 37,265, with suburbs 50,000

### **WATERBURY, CT., REPUBLICAN**

Daily Circulation 8,783  
Population 73,144, with suburbs 100,000

### **PORTLAND, ME., EXPRESS**

Daily Circulation 20,944  
Population 58,571, with suburbs 75,000

### **BURLINGTON, VT., FREE PRESS**

Daily Circulation 9,957 A. B. C.  
Population 22,000, with suburbs 40,000

### **MANCHESTER, N. H. UNION and LEADER**

Daily Circulation 27,705  
Population 75,063, with suburbs 150,000

### **LYNN, MASS., ITEM**

Daily Circulation 15,261  
Population 89,336, with suburbs 100,000

### **NEW BEDFORD, MASS. Standard and Mercury**

Daily Circulation 20,949 net paid.  
Population 109,000, with suburbs 120,000

### **SALEM, MASS., NEWS**

Daily Circulation 20,021  
Population 43,697, with suburbs 150,000

### **SPRINGFIELD, MASS., UNION**

Daily Circulation 29,591  
Population 100,000, with suburbs 250,000

### **BRIDGEPORT, CT. POST and TELEGRAM**

Daily Circulation 31,000—A. B. C.  
Population 150,000, with suburbs 220,000



Her letter was so vitriolic that we could readily imagine her state of mind when she wrote it. We did not want this woman telling her Brooklyn friends of this experience, so we not only returned the stamps, but sent her an attractive puzzle-picture, and asked her to give it to her little one, and if she had none, to pass it along to some relative or friend. Our advertising to consumers in this way brings hundreds of letters every week, and each one gives us an opportunity to talk in a personal way to the users of our goods.

Why is it not within the power of every manufacturer who is talking to his consumers through the advertising pages to devote time and attention to a personal contact with the users of his product? It certainly pays, not only in prestige and good will, but in making it easier for the dealer to smooth out any difficulties that arise either with you or a customer.

### Switching Sales to Less Expensive Line

The Hercules Powder Company, of Wilmington, Del., is featuring for industrial use explosives in which nitroglycerin and gelatin are not used, and which therefore are salable to contractors and others at a lower price than those which are suitable for shipment to the war zone. In explaining the situation the company has used an ad headed, "Use Ammonia, Dynamites," with the following copy:

"If you have been using nitroglycerin and gelatin dynamites you know of their increase in price due to the rise in value of the raw materials used in making these explosives.

"But do you know that you can substitute Hercules Ammonia Dynamites—either Hercules Extra or Hercules L. F. Extra—for the more expensive nitroglycerin and gelatin explosives? The results will be just as satisfactory, while the price will be more satisfactory."

The company has issued a booklet, "Reducing Explosives Costs with Hercules Extra Dynamite," which is being advertised to the contracting and engineering field.

### Packard's New Appointment

L. D. Calhoun has been appointed assistant advertising manager of the Packard Motor Car Company, Detroit.

## A Postal Card Canvass Made by a Department Store

to 1,000 of their charge customers showed that of the 701 returned, ninety-one per cent were readers of the

## PORTLAND EXPRESS

the great afternoon daily of Portland. This is about as it should be for the Express goes into nine out of every ten homes in

### PORTLAND Maine

Portland is the largest city in Maine.

Portland is the shopping center of Maine.

Portland is the business capital of Maine.

Portland would be a fine city to make your trial campaign in, and the Evening Express would be the great medium to carry the copy.

*Julius Mathews Special Agency  
Boston — Chicago — New York*

## ORDERS SIX YEARS AHEAD

Regarding the stability of Bridgeport's growth—One of its principal industries has orders for its product for six years—guaranteed and not subject to cancellation.

Many of the other industries are away behind on orders, for their products are of the character that have won their way on their excellence.

Manufacturing Bridgeport makes more than 1500 different articles and their merit wins their way to all parts of the civilized world.

Bridgeport grows and grows, and grows—estimated population 160,000. The

## Post and Telegram

—in circulation like the city—grows and grows, and grows. When planning a campaign, either trial or regular, it would be well to see that Bridgeport and the POST and TELEGRAM are on your list.

*Julius Mathews Special Agency  
Boston — Chicago — New York*

## Printers and their Specialties

Advertisers Can Consult with Profit, this List of Printers, When Planning their Next Job

### "Lost in the Mails"

Can never happen to drawings, copy, cuts, proofs, etc.—if the parcel is labeled with **McCourt's Gummed Labels**

Insure safe delivery or prompt return. Perforated Rolls—ready to insert in typewriter—address is typed quicker than scrawled by hand; always neat—and legible to everybody.

There's big advertising value in McCourt's Labels—neat, attractive, representative. Cost no more than the old-style flat label. Get our prices—then ask your shipping clerk.

**New Label Book and Cabinet Catalog**  
Free to readers of *Printers' Ink*

**McCourt Label Cabinet Co., 54 Bennett St.**  
H. H. BLACK, President Bradford, Pa.

## ADS

our claims to render service are expressed in our work—and in no other way.

**Hurst & Hurst Co.**

*Typesetters to Advertisers*

145 West 45th Street, New York  
Telephone Bryant 4534

## Typographic Service

for Advertising Agencies exclusively

Especially equipped for handling Advertising Composition day and night

**C. E. RUCKSTUHL, INC.**  
27 EAST 31ST STREET, NEW YORK

## READ PRINTING COMPANY

HIRAM SHERWOOD, President

When you want a first class production, come to us. Seeing is believing.

106 SEVENTH AVE., N. Y.  
Telephone 6396 and 6397 Chelsea

## EMBOSSING

"stands out"—An embossed cover always stands out and makes your catalogue out of the ordinary.

*We are specialists in the embossing line.*

**Walcutt Bros. Co.**

141 East 25th St., New York City

## ASK

THE PUBLISHERS OF  
**HIGH GRADE PERIODICALS**

WHO THEIR PRINTER IS. THEY  
WILL PROBABLY TELL YOU

*The Carey Printing Company*

10<sup>TH</sup> AVENUE AT 35<sup>TH</sup> STREET  
NEW YORK

## Booklets and Catalogs

Many of America's prominent advertisers and advertising agencies, like the George Batten Co., J. Walter Thompson Co., Frank Seaman, Inc., Federal Agency and others, requiring High Class Work, use the

**Charles Francis Press**

PRINTING CRAFTS BUILDING  
EIGHTH AVENUE, 33rd to 34th Sts., NEW YORK CITY

## The World's Greatest PRINTING PLANT

of Magazines and Catalogues

OVER 55,540,000 Catalogues, Supplementary Catalogues, Magazines and Periodicals were produced during 1915 by the

**W. F. HALL PRINTING CO.**  
CHICAGO

# Engraving — Designing — Electrotyping

A Handy Buyer's Guide for Advertisers,  
Advertising Agents and Publishers

*A good Picture  
is worth a ...  
Million Words*

ARTHUR BRISBANE  
BEFORE THE ADVERTISERS CLUB  
**THE STERLING ENGRAVING CO.**  
NEW YORK CITY  
Artists - Engravers

200 WILLIAM ST. TEL. 3900 BETHMAN  
1015 AVE AND 36TH ST. TEL. 3900 BEECHLEY

People *used* to say that  
"a cut is a cut" until  
they saw one of ours.

## Metropolitan Art Craft Co.

2 Duane St. New York

Telephone Beekman 4598

"THE KIND THAT'S FIT TO PRINT"

*THE* advance in the price of paper  
has introduced new economic  
conditions in the preparation of  
advertising literature. The use of

## Color Illustrations

will do much to offset the increase in  
the cost of paper by their superior  
selling value. Advertising directors  
will be interested in our service.

### ZEESE-WILKINSON CO.

Color Printers & Engravers

424-438 W. 33rd St., New York City

## Photo-Engraving

in all its branches

LENZ

### PHOTO-ENGRAVING CO.

Printing Crafts Building

New York

## Advertising Service

"We wish to say that your service  
has been all and more than you said it  
would be when you solicited our business  
and we naturally feel well satisfied.

Yours very truly,

Feb. 23, 1916 THE ERICKSON CO."

THE GILL

### ENGRAVING COMPANY

140 Fifth Ave.

New York

## THE COLORPLATE ENGRAVING CO.

SCRIBNER BUILDING 311-319 WEST 43rd ST.

NEW YORK

J. E. RHODES, President

Phone 4-460 BRYANT



QUALITY COLOR PLATES

## SCIENTIFIC ENGRAVING CO.

406-426 W. 31st St., New York

Telephones Chelsea 2117-2118-2229

Best Equipped Plant in New York

Guarantees you finest plates at  
reasonable rates

**FINE PLATES**

## ELECTROTYPE SERVICE IN CANADA

*You Save Money—*

*You Save Time—*

by having your electrotypes  
for Canada made by us.

And they are made well.

### RAPID ELECTROTYPE COMPANY

OF CANADA

345 Craig St., W. MONTREAL, P. Q.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 MURRAY HILL. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60.

• JOHN IRVING ROMER, Editor.

NEW YORK, SEPTEMBER 28, 1916

## Vigorous Competition Not to Be Feared

We are struck by the broad-minded common sense displayed in a letter to PRINTERS' INK from a manufacturer who has been using advertising space to promote the vogue of wearing furs in the summer time. One paragraph in particular is worth quoting.

"Unfortunately," he says, "we happened to be the only manufacturing furriers who appreciated the opportunity and advertised summer furs in national publications. Had other furriers throughout the country contributed to the cause in like manner the summer fur business would have been far more successful."

Unquestionably our friend has the right idea. He is not afraid of competition and does not congratulate himself that he is the only man with enough wisdom to take advantage of an opportunity. He sees clearly the true function of his advertising: which is not so much to sell his goods as to make

his goods easier to sell. Consistent advertising on the part of his competitors would redound to his advantage as well as theirs, since it would help to make all summer furs easier to sell. There are few lines of business in which the same reasoning does not apply. No energetic and capably managed concern need fear the competition which persistently and aggressively seeks to promote the best interests of the business.

## Piling It On Thick

One of the big, formidable problems of sales management has to do with the difference between loose and intensive cultivation of a territory. Of course, the endeavor of every sales executive is to come as near as possible to doing both. Constant pressure is put on his sales staff to cover more ground and at the same time increase the sales from each sales unit.

It is not to be denied that this can be done up to a certain point, but sooner or later the best efforts fail and the question comes up in a more urgent form. One policy or the other must be adopted. Either more territory, or less territory; more products in the line, or fewer; more salesmen, or more advertising.

The symptoms of strain are unmistakable and they are especially noticeable in large corporations selling many products through several departments, but only one class of salesmen. An officer in a very large corporation writes PRINTERS' INK on this very point.

"I have been having some correspondence lately with some of our branch managers," he writes, "on the very subject which you mention. I am enclosing herewith letters from and to the managers of our Chicago office and Buffalo office.

"The correspondence between myself and the managers and the talks I have had with some of our salesmen grew out of the idea on the part of some of the house's managers and salesmen that they were receiving letters from different departments of the com-

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pany that were 'nagging and destructive of their best work,' and the reason of the articles in our house-organ was that our different departments might profit, if possible, and perhaps profit more than they would if they were criticized by the management here.

"Personally, I believe that the time will come when companies like ours will need salesmen who will devote all of their time to not more than one or two lines. The house salesmen, as a rule, are obliged to sell crucibles, lead pencils, graphite paint, graphite lubricants, brushes for generators and motors, and there is no industry that they are not supposed to visit and try to sell.

"As the salesman goes along the street he is supposed to go in a stationer's and sell lead pencils. Then he is supposed to come out and go into a foundry and sell graphite facings. Then he has to go into some brass company and sell crucibles for the melting of brass, after which he visits a steel company and sells an entirely different class of crucibles for the melting of steel.

"If he comes along by your door he is supposed to go in and sell you linotype graphite, and, if you do electrotyping, he is to sell you electrotyper's graphite. He visits the architect's office and sells him graphite paint, and so forth, and so on.

"Naturally, a salesman will follow the line of least resistance, like some of the rest of us, and if he has passed through a town and does not sell as much graphite paint as the paint department feels that he should, the paint department here writes to the salesman's manager, whether it is Chicago or Buffalo, or Boston, or any other place, and complains about the small sale of graphite paint—sometimes raps the manager or the salesman over the manager's shoulders pretty hard. The same thing is done by the crucible department, lead-pencil department and any other department.

"All this, as I have found it, has been more or less irritating,

and we are wrestling with the problem of selling to the best advantage. That is why I try to study **PRINTERS' INK** and other publications bearing on the subject and to get as much light as I can."

The writer of the letter probably comes as near to solving the problem he raises as it can be solved. The logical end of increasing and diversifying the line is increase and diversification of salesmen. But as to when and how, only the individual sales manager can tell. He sees when the long fighting-line is thinning; he best knows when the more intensive competition is breaking through.

### ***Inquiries and Dealer Good Will***

Mr. Aitkin's article in **PRINTERS' INK** of August 31, on the subject of

sifting consumer inquiries in order to prevent dealer disappointments and critical comebacks, seems to have touched some tender spots. But neither the Trenton Potteries Company's advertising manager nor any of those stirred by his recital have a remedy to offer that is likely either to be generally adopted or prove effective, if it were.

One of Mr. Aitkin's correspondents suggests that dealers may be made more tolerant of another's inquiries and more solicitous about good ones by practical helpfulness on the part of the advertisers, as by reporting to them actual local needs. This remedy, however good and however practicable, would of course be limited to those lines where the need was public and obvious as, for instance, in the building and allied trades.

It turns out that another of those interested, Mr. Cox, manager of the advertising department of M. J. Whittall, the carpet manufacturer, made the proposal to the Quoin Club that it induce the magazines to educate their readers so that they will write for literature only if they are in the market to buy, or else that in writing they will tell for what purpose they want it.

The Quoin Club, however, does not see any duty in the premises and passes the responsibility back to the advertisers in a letter to Mr. Cox, in which Mr. Criswell, the club's executive manager, makes the following points:

It is so much to our interest to increase the dealers' belief in magazine advertising as a direct help to them that you may be sure we would like to do anything we can to bring that about. You suggested that we might publish articles (perhaps like the trade-mark series last year) in which we could say frankly what we would like people to do in answering inquiries.

We are rather afraid to attempt this for fear it might decrease the general attention to advertisements. It does not seem to us that our advertisers would want us to do that.

I don't know, of course, how many of them send inquiries directly to dealers, but many of them certainly make every effort to get inquiries. I have clipped out of a few magazines some offers of booklets which advertisers make and have pasted them on sheets just to show you how freely the advertisers offer their printed matter. You will notice almost all have no "string" to their offer at all. They are out-and-out offers of booklets and nothing is asked for but "name and address."

Now, we might ask, does the manufacturer mean this or not? If he does, then it is he who takes the chance. The readers see his offer and take him at his word. He invites the inquiry and they accept the invitation.

Mr. Criswell further raises the question if the booklets of an advertiser are not well placed even in the hands of schoolgirls, since they are all possible future customers. The number of these inquiries, too, can be lessened by putting a charge on the booklet.

This, however, as the Quoin Club manager realizes, while it doubtless absolves the magazines from any responsibility, merely leaves it where it was before. And yet the possibilities of remedy are not exhausted. There is one that is strongly suggested by the original experience of the manufacturers themselves. There would seem to be no reason why it would not be equally efficacious with the retailers.

In the early days of advertising all inquiries that did not lead into immediate sales were set down as unprofitable. And students, children and other non-purchasing classes were anathema. And then

came enlightenment. Children in many though not all cases were recognized as possible future customers; literature sent to them was not "thrown away." Only when the inquiry fools the dealer is it now generally regarded as worthless, or worse.

But if the future customer is worth so much to the often distant manufacturer that he is willing to spend 10, 15, 20 and more cents to educate him, why will it not pay the nearby dealer to spend a few cents in postage to do the same? Up-to-date dealers everywhere are looking for every excuse to write possible customers for their stores. They seldom have so good an excuse as is an inquiry.

And even supposing the inquirer turns out to be a child or student, will not the letter in most cases come first or last under the parent's eye?

The truth is that most advertisers erred in the beginning by giving the dealers an inflated notion of the value of inquiries. The exaggeration was bound to have a reaction. The remedy for the trouble then would seem to be to present the situation just as it is. Of a mass of inquiries some are sure sales for the dealer. Others are probably worthless. But between the two extremes are people who may buy next year, or two or four or ten years hence. If a dealer expects to remain in business they are worth investing a letter or two to find. If he cannot sell them the one article, he may sell them something else. The letter is a wedge.

In short, it looks as if the logical and practical policy for the advertiser to adopt would be to induce the retailer to take an advertising view of inquiries.

#### Charles Denby With Hupp

Charles Denby, formerly Consul-General at Vienna, Austria, has been appointed head of the export department of the Hupp Motor Car Corporation, Detroit.

The Philip Goodman Company, New York, has been appointed to handle the advertising of the Paramount Pictures Corporation.

# Print Shop Gossip

— with apologies to K. C. B.

IT WAS like this  
 WE HAD been 22 years  
 WORKING STEADILY down town  
 UNDER DIFFICULTIES most trying  
 TO ESTABLISH a print shop  
 WHEN ALONG came an agent  
 AND OFFERED space to us  
 IN A MODERN Up-to-date  
 BUILDING of large capacity  
 GOOD LIGHT—every convenience  
 AND NEXT to post-office  
 AND PENNSYLVANIA depot  
 AND INDUCED us to take  
 50,000 SQUARE FEET space  
 THEN WE had to buy  
 NEW MACHINERY and now  
 WE HAVE the most modern  
 UP-TO-DATE Print Shop in  
 MANHATTAN—Take it from us  
 IF NOT then come and examine us at the  
 PRINTING CRAFTS BUILDING

## Charles Francis Press

EIGHTH AVENUE

33rd to 34th Street

NEW YORK CITY



### Lacy Crolius Heads Milwaukee Club

The Advertisers' Club, of Milwaukee, has elected president Lacy Crolius, advertising manager of the Harley-Davidson Company. Other officers elected are: R. O. Jaspersen, vice-president; B. V. Dela Hunt, treasurer; F. G. Effinger, secretary. The board of governors is composed of Frank Bruce, William Dittman, W. F. Dunlap, P. W. Hammer-smith and C. W. Loew.

### G. P. Farrar With Arrow Press, Inc.

Gilbert P. Farrar has resigned from Hoyt's Service, Inc., of New York, to take an interest in the Arrow Press, Inc., of New York. Mr. Farrar was printing director of Hoyt's Service for the past five years. The readers of *PRINTERS' INK* will recall the series of articles on typographical display by him which have appeared in its columns.

### Van Hoesen Heads Faithorn Service Department

H. M. Van Hoesen, who recently gave up his direct advertising business in Chicago to join the Faithorn Company, has been made manager of the service department. The accounts of the old Van Hoesen Company will be handled by this department.

### W. R. Clark Leaves Winchester

W. R. Clark has resigned from the advertising management of the Winchester Repeating Arms Company, New Haven, Conn. A. G. Dillon, who has been his assistant, is conducting the department temporarily.

### "New Republic's" New Representatives

William Bayne, 3d, formerly on the staff of *Vanity Fair*, has been appointed advertising manager of the *New Republic*, New York. James A. Rice has been made Western representative, with headquarters in Chicago.

### Conant in the West for "Current Opinion"

W. B. Conant now represents *Current Opinion* in the West with headquarters in Chicago. He was for several years connected with the advertising department of the magazine in the East.

### F. L. Blanchard With "Printers' Ink"

Frank Leroy Blanchard, for several years editor of the *Editor and Publisher*, New York, has joined the home office editorial staff of *PRINTERS' INK*.

### When Large Stocks and Slow Turn-overs Pay

AMERICAN SCHOOL OF BUSINESS, INC.  
BOSTON, MASS., SEPT. 19, 1916.  
*Editor of PRINTERS' INK:*

Some time ago I noticed in *PRINTERS' INK* that Mr. Moon had made the statement that he believed in large stocks and slow turn-overs, contrary to the trend in favor of close buying by retail stores.

It appears to me that there is right in both viewpoints, it depending upon the particular circumstances of the case whether the policy would better be close buying and quick turn-overs, or large stocks with accompanying larger discounts and slow turn-overs. The principle would seem to be that when the amount to be saved by buying the large stock is more than the extra money tied up would earn if invested in another manner, the large stock should be bought; and when the capital will earn more when invested in other lines, the extra discount should be sacrificed and the purchase limited.

Just by way of illustration, suppose a grocer's normal purchase of flour is \$1,000, and on this basis he has a turn-over of six times a year. Now, suppose he can, by doubling the amount of his purchase, get a discount of three per cent. He reduces his turn-over to three, but on the \$2,000 purchase, makes an extra \$60. He has tied up an extra \$1,000 capital for a period of two months. By using that extra capital to buy new lines, he might, for example, open up a new department with it—he might in the two months earn \$100 net profit. It is apparent that in this instance it would pay him better to sacrifice the three per cent discount and keep his flour purchase down to normal.

If, however, that grocer's business was not capable of further expansion—if he had plenty of capital and had nothing better to do with the extra \$1,000 than to put it in the savings bank or buy a mortgage with it, he might profitably invest it in the purchase of flour, for he makes six per cent on it in two months (three per cent on \$2,000), which is decidedly a good rate of interest.

H. BURWEN, Secretary.

### Ad Illustrates Job in Progress

While manufacturers of contractors' equipment frequently get the news element into their ads by illustrations of jobs where their machines have been used, the Milwaukee Concrete Mixer Company has added interest by advertising a piece of work now in progress. "Two Weeks Ahead of Schedule!" is the caption of a recent advertisement in a contractors' paper, the illustrations showing its mixer in actual use, with the explanation, "E. W. Sproul, big Chicago contractor, is two weeks ahead on his job at Thirty-seventh street and Loomis place. 'It is very largely due to the record-breaking performance of our two-third yard Milwaukee Mixer,' he says."

## Clash in Circulation Methods

**Representatives' Club Hears Lively Discussion by O. C. Harn of A. B. C. Committee and F. L. Collins of McClure Publications—Should Publishers' Net on Circulation Be Told?**

ONE hundred or more members of the Representatives' Club sat down together at their first fall luncheon in New York, September 25, and heard O. C. Harn, sales and advertising manager of the National Lead Company, and Frederick L. Collins of the McClure Publications take issue on the proposition that "what a publisher nets on his circulation is of the greatest interest to advertisers."

Mr. Harn, who is also a member of the committee on circulation of the Audit Bureau of Circulations, had previously said that he was prepared to speak only in a tentative way, because the committee had not arrived at any conclusions as to what standards would ultimately be applied to circulation-getting.

Mr. Collins, while agreeing to most of Mr. Harn's strictures regarding prevailing methods, declared that not only was the question of what the publisher netted on his circulation not a test of the value of subscriptions, but that it was, with all due courtesy, none of the advertisers' business. In this opinion, F. D. Gauss, president of the Sterling Gum Company, but formerly of Leslie's, and P. S. Collins, circulation manager of the Curtis Publishing Company, appeared to concur. F. L. Collins further decried the secret or, at any rate, separate investigation of circulation methods and the way of doing it.

"I told Mr. Eastman of Kellogg's three or four years ago," he said, "when he started this investigation movement that he would learn more in one hour if he should come down to the McClure office and go through

**E**DUCATIONAL Motion Pictures teach your customers and their families how you make your product.

**I**NDUSTRIAL Motion Pictures advertise your product and its uses in an absorbing play

**S**CIENTIFIC Motion Pictures show the changes and processes which the eye cannot follow.



## On Hand

We have taken over the contract of a large advertiser, and have thus acquired approximately

600 Reams of

# WHITE COATED

*Satin Finish*

Size and weight 40% x 56--215/500

We offer this paper, subject to prior sale, in case lots (approximately 3 reams to a case), and will be pleased to furnish samples and prices.

**C. E. RUCKSTUHL**

27 East 31st Street, New York City  
Phone Madison Square 3620

## LARGE CALIBERED EXECUTIVE AND SALES ENGINEER OPEN FOR ENGAGEMENT

Have you or can you refer me to any one who has a position open for a man who built up a \$200,000 business for a new firm within one year—and who through a single idea involving a plan to procure new dealers—showed them how to save \$10,000 a year—a man who is

**An executive in the full sense of the word.**

**An originator of selling plans.**

**A forceful Sales Correspondent.**

**A systematizer and master of detail.**

Eleven years of experience—eight with The Royal Tailors—two with Edward E. Strauss Co., and one year with J. W. Jones & Sons, for whom I was sales advertising and office manager, have given me the qualifications mentioned. I am 32 years of age—married, and can furnish the best of references.

If you have a position, or know of one, the limitations of which are governed only by the results I can show, I'd like to talk to you.

**RUDOLPH S. PICK**

c/o Chicago Advertising Association  
123 W. Madison St.  
Chicago

## Copy Writer

Can you write "copy" (letters, circulars and magazine ads.) that will sell books *direct to readers*? Are you willing to locate in a small mid-western city with a rapidly growing publishing house? Are you under twenty-five years of age? The young man—or woman—who can truthfully answer "yes" to *all three* of these questions, and who wants a job where pay will be according to results produced, should write at once, stating age, qualifications, experience and anything else you think should be considered in this connection, mailing letter, with late photograph of yourself (this to be promptly returned) to "**C. W.**" Box 123, **Care Printers' Ink, New York City**

our books and meet us face to face. I would like to see circulation-getting methods reformed, but I would like to see it done by all the interests getting together and putting all the facts on the table and finding out what they are. Then you will have a gentleman's business. Let's get together as they do in every other line in the world and do business."

Mr. Collins also said that the craze for circulation was due to the advertisers' demand for guarantees.

"Lift the guarantees," he said, "and give the publisher more leeway. That will do more than anything else to eliminate unsound practices."

Mr. Harn, introduced by Nigel Cholmeley-Jones of the McClure Publications, president of the club, called attention to some advertisements and circulation follow up that raised the serious question if subscriptions so secured were of any value to the advertiser. One instance showed a reader responding to what he had imagined was a "free offer" of seeds and then being threatened with suit for failing either to pay for the seeds or else subscribe to the paper. The other exhibit was a pathetic letter to a subscriber who had failed to meet his payments on a premium set of books.

### AN ADMISSION OF WEAKNESS

Coming to the circulation-getting methods, Mr. Harn said he thought magazine clubs were at the least a cut-price proposition. They were an admission that you could not sell your publication on its merits at the full price. Premiums to subscribers might be defensible on some grounds. They were especially bad if the premium has nothing to do with the publication. Seeds, farm books, etc., might perhaps be appropriately offered by a farm paper, but what should be said of an outdoors and garden magazine offering chairs for subscribers in the skyscraper sections of the big cities, or a newspaper offering a \$3 scarf-pin for a \$3 subscription?

The most pernicious plan of all

**YOU PUBLISHERS AND  
ADVERTISERS  
LOOK AT  
THIS**

**How  
Many  
Cuts  
Did  
You  
Lose  
Last  
Year**



**The  
Bemis  
Cut  
Bag  
Prevents  
Them  
Going  
Astray**

## **THE BEMIS CUT BAG**

The Only Safe Way to Mail Your  
Cuts and Halftones.

***Save Time and Money***

Write for free samples and prices.

**BEMIS BRO. BAG CO.**

DEPT. 1-C, ST. LOUIS, MO.

## Advertising Man Wanted

experienced, as assistant to the advertising manager of a well-known manufacturer. This is a permanent and important position with a splendid future. Send samples of your work in the same envelope with your letter. Replies that are not accompanied by samples cannot be considered. Samples will be taken good care of and returned as soon as decision is reached. If possible, send photograph. And, above all, take pains with your reply. The only way to obtain this position is to prove yourself a salesman on paper by making us want you much more than we'll want any other one of the thousand or so who will probably answer. Tell us all about yourself. "K. M.," Box 126, care **PRINTERS' INK**.

## Advertising Service Agency For Sale

Pays net twenty-seven hundred dollars a year.

Good chance for increase.

Price, quick deal,

**\$1200**

includes office equipment that cost nearly six hundred dollars.

Located in Western city—climate particularly good for health seekers.

Wire, if interested,

"B. E.," Box 125,  
Care **Printers' Ink**.

he thought, was the "help me" schemes which incited children to beg subscriptions for themselves from parents and friends. Pony contests, scholarship offers, working on the membership of churches with promises of donations were other forms of the same idea.

Then Mr. Harn came to his assertion that what the publisher netted on his circulation was of the greatest interest to the advertiser because that would decide how much he advocates forced methods of circulation-building or how much he puts the brakes on. If the government should say, for instance, that the publisher must net 60 per cent of the subscription, a good many of the pernicious schemes would have to go out of business.

A circulation manager might say that the publications would have to have some way to get circulation, otherwise most of them would have to quit business. Why not quit, then? he asked. There were too many as there were. If it were put up fairly and squarely to the readers, without circulation schemes, the readers would decide which they wanted to stay.

Mr. Collins for his part thought that something of a weeding-out process would be a good thing in the publication field. He agreed, too, that most of the circulation methods left a great deal to be desired. He would like to see them remedied. They should be. And they would be in a large measure if the weight of the advertising guarantees were lifted from the publications. The latter ought to be allowed to give the advertisers what circulation they got by normal methods.

But they could not sit back and wait, he said. The public expects to be sold. It has been educated to solicitation by publishers like Curtis and by other publishers using the mails. All investigation, aside from the fact of seeing that you are getting honest measure, will not count for nearly so much as reading their publications and meeting the men who make them.

The contest obtain salesmanship was the cheapest obtained by the dearest, the cheapest next.

In conclusion by striving condition where have to see on circulation hurt their

**Popular**  
Brooklyn  
winners.

**Brooklyn**

Daily Edition

Flat

Ad

Carries  
paper.



The contention that a circulation obtained on the basis of salesmanship or canvassing alone was the cheapest was wrong. That obtained by canvassers was the dearest, that by premiums the cheapest and that by clubs next.

In conclusion, he thought that by striving to bring about a condition where the publishers would have to show 60 per cent net on circulation, advertisers would hurt their own game as well as

putting the manacles on the publishers.

Mr. Gauss said that it was difficult, if not impossible, to speak with finality on the merits of any particular method. The only certain test was whether or not a publication paid.

P. S. Collins added that what a publisher paid for his subscriptions was no criterion of its worth. He had known as high as \$15 paid for one subscription, and, he added, it was worth it.

## Population 62,288 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

# Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 35 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want advertisements. Best paper. Leading general advertisers use it

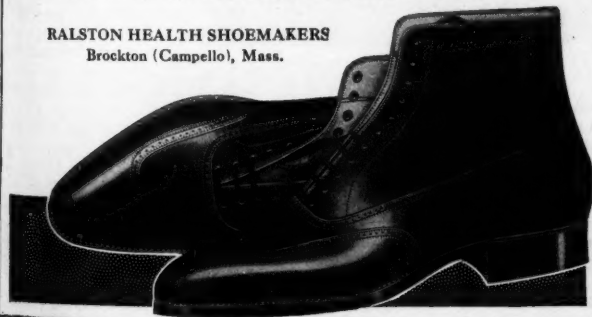


# Ralston \$5-\$6-\$7

*Your Kind of a Shoe*

**R**ALSTONS permit busy men to forget their feet. They give you the **UTMOST** in style, comfort and wear. In 3000 Ralston shops you'll find the shoes and the service you appreciate. Booklet free.

**RALSTON HEALTH SHOEMAKERS**  
Brockton (Campello), Mass.



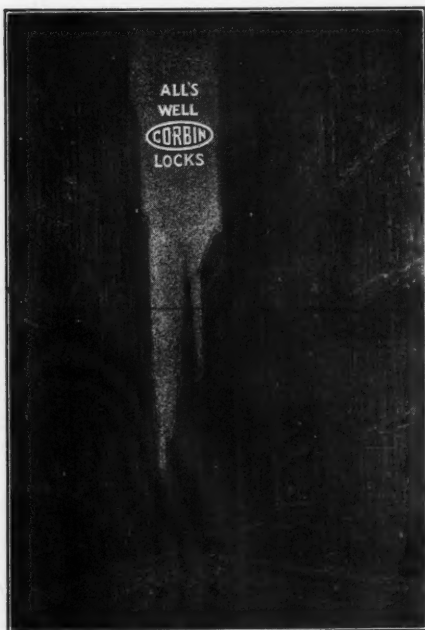
# The Little Schoolmaster's Classroom

NO one is a more ardent advocate of informative advertising than the Schoolmaster. He believes that, generally speaking, there is much space devoted to mere name publicity that could be better devoted to giving interesting, impressive information about the article advertised. Just the same, a change from the "de-

duce the prospective buyer to figure out things for himself rather than to give them to him outright—if you can manage to do that. The Corbin advertisement is a fine example of what might be called "inference copy."

\* \* \*

The Schoolmaster has noticed considerable lately of what he is pleased to call "automatic advertising." There is nothing new in the statement that a very large part of the "Dealer Helps" that are so enthusiastically prepared and sent out by advertising agencies and advertising managers never gets any further than the dealer's desk, or perhaps it would be better to say his shelf. You admire your new circular, show it to the Big Boss and are gratified with his conservative compliment, you plunk the job down before a few friends and advertising solicitors who tell you that "it is great, old man, simply great, and ought to do the trick in fine style." Then the icicles begin to form. The costly job goes out to dealers, most of whom lack your enthusiasm. Besides they are getting "Dealer Helps"



A STIMULATOR OF THE IMAGINATION

tailed information" style of copy to the kind that argues by inference rather than by direct statement is sometimes an excellent change. The Corbin advertisement here reproduced is of such distinctive character that it instantly arrests attention, and the appeal to the imagination is effective. It is generally conceded, in selling, that it is better to in-

almost every day from some manufacturer or another. They don't always understand what they are expected to do and are unwilling to spend the time and postage even if they do understand. Probably more than half the time the package of your Class A circular is tied up again and put on a shelf to be used "some time maybe," which usually means a natural

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thousand  
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believes,  
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minimum

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of adver  
HEALTH  
To play  
Address  
Advertis  
Manag



death. This is not a true picture of the attitude of *every* retail dealer, but it truly represents thousands of cases.

The solution, the Schoolmaster believes, lies partly at least in the direction of preparing "automatic stuff" for dealer distribution—that is, material that requires a minimum effort on the part of the

dealer and in the distribution of which he is moved by some motive outside of his desire to co-operate with the advertiser. Illustrated letterheads and envelopes, for example, will be used by most small dealers because they look attractive and are useful. The small-town dealer won't forget this material; it is decidedly util-

## Do You Sleep Well?

If not, you can get a lot of valuable information as to how you may sleep better by reading a most interesting article in the October issue of **GOOD HEALTH**. And—if you are a man who decides about the investment of advertising appropriations, you may have a copy of this issue of **GOOD HEALTH** sent to you *without charge, and fully postpaid*, for the asking. To plain people the price of any single issue of **GOOD HEALTH** is 20c.

Address

Advertising  
Manager

**GOOD HEALTH**

1809 W. Main St.  
Battle Creek, Mich.

### *Western Implement Dealers Say:*

"Mr. Manufacturer, in the western territory we sell **all** farm equipment—for the field, the barn, the home and the road."

And because implements and tractors are the biggest investments the farmer makes (outside of land) these dealers appreciate the services of a trade journal covering their most profitable lines.

**Implement & Tractor**  
Trade Journal

Kansas City - Omaha

"For the Territory West of the Mississippi"



**Implement & Tractor**  
Trade Journal  
Dealer Service

**"GIBBONS Knows CANADA"**

## PREMIUMS

Manufacturers, Publishers, Sales Promoters, Advertising Agencies, can secure a premium for every need by writing International Premium Headquarters - - -

**S. BLAKE WILLSDEN**

*Premium and Advertising Specialties*

**1606 Heyworth Building  
CHICAGO, ILLINOIS**

## Opportunity for Young Salesmen

Several young ambitious salesmen wanted to sell a line of high grade automobile specialties and to develop into district managers. Unusual opportunity for advancement. Must be live wires. Salary and commission basis.

Address:

"C. M.," Box 120, care of Printers' Ink.

**Indoor Display! Direct Advertising!  
Dealer Help! Window Display!**



B. & B. signs own the windows, dominate the store and faithfully reflect your personality day and night.

Ask us about our "Service Without Obligation"

**B. & B. Sign Co., Inc., 345 5th Ave., N. Y.**

## WE SET ADS



—properly, distinctively!  
Years of experience. A thorough equipment for setting ads, folders, etc.

*Day and Night Service*

**A. R. ARKIN & CO.**  
*Advertisers' Typesetting*  
732-736 Federal St., CHICAGO

itarian. The bulletin-slate that the grocer can put outside his door to advertise the day's specials will also be used, for it is a device that is generally useful. Plans and handbooks that are decidedly educational and which make people grateful to the dealer will probably be used to a fair extent. If you use double postal cards as a means of notifying him of inquiries and ask a report from him on the reply-half, you won't get it—that is, not very often. If you print on the reply-half a note that is apparently a message from the dealer to the inquirer and invite the dealer to tear off the reply-half, sign it and mail it to the inquirer, he will do so in almost every case, for that makes him appear to the local inquirer as an enterprising merchant.

Electros that feature several things that the dealer sells and that are close to being general advertisements for his store are ten times as likely to get into the local paper as the cuts that feature only your goods.

\* \* \*

Recently an advertiser of building materials, through a suggestion of his advertising agency, sent out to dealers a builder's estimating pad that was a useful form for any contractor or builder to have and at the same time an effective advertisement of the product of the advertiser. The pads were well received. They got distribution on their sheer merit rather than because they were advertisements.

The ordinary way of just sending the dealer attractive or costly matter and trusting him to use it in the regular way of addressing it to a mailing list or of enclosing the booklet in his daily mail won't work well in most cases. You must figure out some "automatic" feature if you want the percentage to run high.

Many dealers are nowadays objecting to the booklet that requires an extra stamp when used as an enclosure in the daily mail. A good variation is an attractive folder which can be used either as an envelope enclosure without

extra post folder by tag. The be designed and used large circle gives com this is the than to m part of t

The New pany has p any, Inc. advertising will be adv lications.

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**Lin**

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Pat. Appl. For

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extra postage or sent as a mail-folder by itself under 1-cent postage. This, in many cases, may be designed as an interest-creator and used to induce inquiries for a large circular or catalogue that gives complete information. If this is the plan, you can't do better than to make a return postcard a part of the folder.

The New York Manufacturing Company has placed the Philip Kobbé Company, Inc., New York, in charge of its advertising. Automobile hats for women will be advertised in a few women's publications.

## At Liberty

After eight years as Secretary-Treasurer and half owner of The David Gibson Co., I have sold out my interests in the company and retired from its management.

**R. E. GAMMEL**  
1375 Euclid Avenue Cleveland

*Maybe you and I can get together*

## LincolnFreie Presse

LINCOLN, NEB.

Actual Average Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c:



## "CLIMAX"

SQUARE TOP  
PAPER CLIPS

*The Clip that Grips*

Packed 10,000 to the box, F.O.B. Buffalo.

|           |       |               |
|-----------|-------|---------------|
| 10,000    | - - - | 17c per 1,000 |
| 50,000    | - - - | 13c per 1,000 |
| 100,000   | - - - | 10c per 1,000 |
| 500,000   | - - - | 9c per 1,000  |
| 1,000,000 | - - - | 8c per 1,000  |

**Buffalo Automatic Mfg. Company**  
457 Washington Street Buffalo, N. Y.

**Cultivate CANADA**

*We are on the spot and know conditions*

**SMITH, DENNE & MOORE, Limited**  
Advertising Agents TORONTO

**PAUL BROWN**  
COMMERCIAL ARTIST  
419-4-AVE.  
NEW YORK  
ROOM 308  
PHONE 7738 MADISON SQ.

## Case and Comment

**The Leading Monthly Legal Publication**

Reaches the lawyers and law-students of the country. Men who have need for office equipment and business helps.

Do you realize the possibilities?

Forms close October 10th for November issue  
**The Lawyers Co-op. Pub. Company**  
Rochester, N. Y.



**"SERVICE FIRST"**  
**"WatchAtlas"**

## Classified Advertisements

### BACK NUMBERS

**BACK** COPIES, PRINTERS' INK, and ALL N. Y. C. PAPERS - S & M of N. Y. 450 - 4th Ave.

### BALLOONS

Ask AMERICAN BALLOON CO. 38 E. 23rd St., N. Y., for samples of these wonderful trade magnets—the missing link between general publicity and consumer demand. COST IS TRIFLING.

### BOOKLETS AND CATALOGUES

A sample case of attractive envelope booklets that cost little, due to standardized manufacturing, will be sent upon request of business firm enclosing 10c. Money back if not satisfied. The Dando Company (Manufacturers), 34 S. Third street, Philadelphia, Pa.

Foreign languages copy service. Translations and original copy; Spanish, Portuguese, Italian, French catalogues, booklets. Not merely a translation bureau, but an organization of technical specialists, who know foreign markets. Foreign Trade Service, B'way, N. Y.

### COLLECTIONS

For Advertising Agencies, Publications, etc. **RESULTS** everywhere. Send your slow accounts here for collection. Offices of Benjamin A. Javitz, N. Y. City.

### EMPLOYMENT BUREAUS

#### WANTED POSITIONS FOR

High-grade librarians, private secretaries, stenographers, indexers and file clerks. Service Bureau, 220 Broadway. Tel., Cort. 4968.

### HELP WANTED

**WANTED—AGGRESSIVE YOUNG** woman to solicit advertising for established magazine of national scope. L. H., P. O. Box 8, Station O, New York City.

**LAYOUT ARTIST—AGENCY** requires services of a first-class designer—one capable of preparing dummies, layouts, etc. Address Box 795, care Printers' Ink.

**WANTED—An educated young man** with engaging personality, persistence and ambition, to assist in soliciting and to learn the car and station advertising business. Salary. Write. Railroad, Box 796, Printers' Ink.

**ADVERTISING CANVASSER** wanted, familiar with medical and drug field, by leading medical publication; permanent, profitable position for man with experience and ability. State age, experience and salary wanted. Address Medical Publisher, Box 745, P. I.

Client of mine, head of printing business, has opening for industrious young man with ability to get business. No shifters desired. Exceptional opportunity for ambitious and faithful young man to grow into a prosperous business. No commissions to me. Paul P. Harris, Lawyer, 850 First National Bank Building, Chicago, Ill.

### ADVERTISING SALESMAN

who can produce, and is willing to work in the South, will find opportunity with an established Chicago trade paper capable of being developed into a salary of \$3,000 to \$4,000 a year. State fully your experience and qualifications to warrant personal interview. Confidential. Box 787, care of Printers' Ink.

### CIRCULATION MANAGER WANTED

A high class Woman's Magazine now in its fourth year and well established is in need of a circulation manager. He must be a live wire, up-to-date, experienced and successful. A good proposition for the right man. Give full information and reference. All correspondence will be confidential. Address Box 792, care of Printers' Ink.

### WANTED: EXPERIENCED HARDWARE ADVERTISING MAN

Must be capable of analyzing merchandising problems and preparing copy which will appeal to the hardware trade. Of pleasing personality, willing to travel and able to meet big men and discuss their problems intelligently. Only men of experience and mature years need apply. Write us, stating age, experience, all qualifications and salary desired. Address your reply to Box 739, P. I.

We want a man who can develop an opportunity. He will travel with about 60 salesmen, showing them, one by one, how best to utilize for their own good, the advertising activities of the home. The job requires more than an intelligent enthusiasm for advertising as a business force, more than energy, more than selling ability; the right man will have infinite tact, the ability to work with other men pleasantly but forcibly. He will be away from the home office practically all the time, which means that he must be able to generate within himself a continuing enthusiasm for his work. We don't know how old the right man is, but he is probably in the thirties. He must be *mature*. We don't know what he is doing now; but he is probably with the advertising department of a small or medium-sized newspaper. He wants a broader opportunity. Careful and confidential consideration will be given to letters that tell us who you are, what you have done, and where you are going. Your photograph will help us. Address, Advertising Department, A. Schilling & Co., Second and Folsom streets, San Francisco, Cal.

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Has some New York reader of **PRINTERS' INK** a son whom he would like to place at the bottom in a manufacturer's advertising and sales department. The boy would have good opportunity to learn, but at start must be willing to do office boy and clerical work. He must be a "live" one. W. A. Martin, Jr., D. E. Sicher & Co., "World's Largest Makers of Under-muslins," 45-51 West 21st St., N. Y., N. Y.

### LARGE ADVERTISING MEDIUM

desires experienced and capable man who understands merchandising. Must be able to write terse copy and originate ideas. Apply stating age, experience, salary and references. Box 798, care Printers' Ink.

### MISCELLANEOUS

Would like to buy slightly used motor-driven multigraph outfit. Must be in first class condition and for sale cheap. Write, giving price and inventory of entire outfit. The McCaskey Register Co., Alliance, O.

### POSITIONS WANTED

**EDITOR**, special writer. Virile, vivid, experienced, responsible. City or vicinity. Moderate. Reid, 1025 Welling St., Richmond Hill, N. Y.

**WANTED** — Position by young man with six years' experience in advertising agency—general knowledge of methods—understands printing and engraving. Box 797, care Printers' Ink.

### TECHNICAL COPY WRITER

Can put the punch into technical copy. Engineering training and construction experience does it. Open October 1 at moderate salary to manufacturer or agency. Box 805, care Printers' Ink.

### AGGRESSIVE EXECUTIVE

Resourceful seasoned man. Experienced in Sales Credits, Office Management. Capable of taking the initiative in an aggressive, tactful manner. Age 32. Box 800, care Printers' Ink.

### SALES LETTERS

A young woman experienced in sales promotion through correspondence, and in writing and placing advertising copy, is open for immediate engagement. Best of references. Box 802, Printers' Ink.

### HOME WORK WANTED

Catalogues, Booklets, Circulars. Follow-Up's written in forceful, convincing style. 5 years in direct Mail-Order, agricultural field. Send your proposition for analysis to T. F. Richardson, 2021 Colfax St., Evanston, Ill.

**ATTENTION!** Experienced advertising artist—figure and decorative—is open to part-time position in New York. Rapid, skilful, thorough. Box 799, care Printers' Ink.

Young man 21, now with leading ad agency, in whose employ he has been for the past three and a half years. Would change connections should a suitable opportunity present itself. Box 789, care of Printers' Ink.

Former newspaper advertising man wants position with business concern. Thoroughly experienced. Good on catalog, booklet, and folder advertising. I. C. S. graduate. Best references. Box 780, care of Printers' Ink.

Business Manager of small publication in Chicago would like to represent some eastern publication as correspondent and advertising solicitor. Am young and a hustler. Can give best of references. Address Box 791, care P. I.

### ADVERTISING MANAGER

wide experience with manufacturing printing and publishing concerns; capable of taking full charge of advertising and sales promotion campaigns; can produce evidence; age 34; married. Box 788, care of P. I.

### FOOD MANUFACTURERS

**I CAN ADD 1000 OR MORE DEALERS FOR YOU** and "advance the spark" on some of those good old fellows. Sales promotion and advertising experience. Copy, Layout, Space Buying, Engravings, etc., etc. Write Box 790, care of Printers' Ink.

### ADVERTISING ASSISTANT

Energetic young man (21) having knowledge of copy writing, layouts, types, proof-reading, letter-writing, etc. Good typist and correspondent. Desires position with advertising manager where merit wins advancement. Address Box 755, care of Printers' Ink.

I have sold staples and specialties to dealers and manufacturers. Have office, retail, manufacturing, managing and advertising experience. Have engaged and coached salesmen. Technically educated. I want a permanent connection where high grade man is required. Employer need not take all risk to become convinced. Highest references. Address Box 754, care of Printers' Ink.

### Manufacturers, Agencies, Specials —

Do you require the services of a man, 25, who possesses brains, ability to produce, and good business judgment? Four years' experience with two metropolitan newspapers as Secretary to Business Manager and Publisher, advertising solicitor and merchandising service man. Now employed. Box 806 Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

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## Know before you Spend

When you go touring in the country you take a road map with you. No captain ever sails without his chart and his compass. No contractor starts building till he first measures the ground. **ACCURATE KNOWLEDGE BEFOREHAND** as to where you are going and what conditions you will meet is the *first essential to success in any line of endeavor.*

### "Winning a Great Market on Facts"

is a book that is *compass and road map and tape line in one* for manufacturers and distributors who wish to market their product in Chicago and do so at a profit. It's a book that you need. And it's yours without charge, if you write on your letterhead.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 566,666 \text{ Sunday} \\ 350,000 \\ 566,666 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco

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